

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CLII, No. 12 NEW YORK, SEPTEMBER 18, 1930

10c A COPY

TOLD WITH A CAMERA—



"CATERPILLAR" TRACTOR advertising is a splendid example of what a camera can do in the preparation of selling copy.

The campaign now running shows "Caterpillars" "licking the tough job" all over the world—dragging high-pay logs up ridges and through canyons to market—hauling steel over beach sand—drilling for oil—removing snow from highways—stringing power lines—plowing,

planting, harvesting—making roads—creating new acreage—opening new avenues of trade.

Nimble, quick, tireless, brutal, competent, this modern Briareus is shown delighting in the stubborn resistance at the other end of the draw-bar.

Few words are needed to supplement these action-pictures. Those that are used conspire to make each advertisement a printed demonstration.

N. W. AYER & SON, Incorporated

ADVERTISING HEADQUARTERS
WASHINGTON SQUARE, PHILADELPHIA
New York Boston Chicago San Francisco Detroit London

More Readers Per Dealer Hurries the Resale

- ✓ ✓ Your advertising message will do its most effective work when it reaches the greatest number of readers near your Dealers. "Standard" papers give you the local coverage that hurries the resale. They are the preferred publications because they are, in fact, newspapers on farming.
- ✓ ✓ "Standard" Papers are a part of the family circle. They tell of happenings in nearby Counties, of Legislation, of crop conditions, happenings within the State, of pure bred associations and co-operatives, of events closely associated with the business of farming, and the hopes and welfare of the family. Your advertising message in "Standard" papers has the advantage of a family audience.

You can profit by consulting with your dealers on the media you intend to use to move your goods. Have you checked up with them regarding your advertising plans?



Eight papers reaching 2,350,000 farm homes

ONE ORDER : ONE BILLING

THE STANDARD FARM PAPER UNIT

NEW YORK—Wallace C. Richardson, Inc., Eastern Managers
250 Park Avenue

CHICAGO—C. L. Burlingham, Western Manager, Daily News Building
SAN FRANCISCO—917 Hearst Building

AGROPOLIS—PROSPEROUS AGRICULTURAL AMERICA

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLII

NEW YORK, SEPTEMBER 18, 1930

No. 12

Don't Knock Your Competitor— Wallop Him

There Comes a Time When Gently Turning the Other Cheek May Not
Be Good Policy

By George Biggs

TIME has shrouded in forgetfulness the day when I first heard a sales manager admonish never to knock a competitor or his product. But I know I was told—and then told again and again. I read it in a book on more than one occasion. And then the same admonition appeared in PRINTERS' INK.

At any rate I have heard and read so much about handling the competitor with gentle courtesy that subconsciously the principle has become ingrained until it is just one of those things like the sun rising in the East. When classes of novitiates come before me to listen to pearls of wisdom, probably the one touched with most glowing colors is that under no circumstances must one of them be guilty of this most heinous offense.

Instances have been gathered carefully to show the folly of giving way to that very human impulse, and the new salesmen are sent forth instructed—we go so far with it—not even to let the name of a competitive company, representative or product pass their

lips. They all nod wisely and agree fully that there is utterly no percentage in the use of the hammer as a sales weapon.

And now, on this subject which seems to enjoy such universal agreement, comes a raucous objecting voice—I shall

not say from what quarter—suggesting that maybe this thing of being so blamed polite and meekly turning the other cheek is not so effective after all. The very thought startles one. One feels almost as must some zealot of the dark ages on hearing of a certain Copernicus teaching the rotundity of the earth and the lack of fixity of the fixed stars. Should not one cross himself in holy horror and call down the wrath of heaven on such heresy?

Let's go back over the record, though, and see what experience has to say. The first disquieting chill comes—and how disquieting it is when one of our old pet idols begins to show evidences of feet of clay—when we recall how hot every salesman gets when he learns some competitor has been engaged in throwing a few chunks of Irish

EVER since commercial travelers were called salesmen instead of drummers, it has been an accepted selling axiom not to knock competitors.

Seasoned and junior salesmen are told—and then told again—"when competition is mentioned put on your kid gloves."

Both the experienced and the inexperienced salesman listen to the advice, they seem thoroughly to agree that it is right, and then when a customer or prospect mentions a competitor—bingo!—they frequently forget all about being polite and lash out with both hands.

Is it all wrong—or is it all right?

confetti his way. If the knocker does himself no good and his victim no harm, why get so upset about it?

With some hope of reassuring ourselves, let's look at the favorite story of the knocker who lost out on a sale. A few months ago a handful of fellow workers gathered in my office to observe a demonstration of a Kodascope—to which our attention had been directed by an advertisement, and which we needed in our business. The salesman seemed to know what he was about and was getting fairly favorable reactions from most of us. At a lull in the proceedings one of our men asked, "What about that other company's outfit, the one that does so and so?"—describing a competitor's product.

"Mister," was the quick comeback, "that's the worst piece of junk on the market today. Don't take a chance on something that's neither fish nor fowl. Buy yourself a camera that's built for a camera and a projector that's designed as a projector—not something halfway between the two that won't do a good job at either."

I'm sure every man in the room flinched at this direct and unequivocal criticism. Shortly our group began to drift away, one at a time, until I was left alone with the puzzled young man, who seemed not to have noticed the *four pas* of which he had been guilty. I gently ushered him out at last, then went to look up different ones of the brothers and to laugh with them over how a good prospective sale had been queered because of the violation of so fundamental a rule.

To us—all executives or sub-executives, theorists to some extent, at least more accustomed to thinking or talking or writing about selling than we were to going out and bringing in orders—a turn down was just about the only way to conclude such a bare-faced departure from the straight and narrow path of ethical conduct. In fact, this has become our favorite story illustrating the discomfiture of the knocker. We dig it out and dust it off for every group of new men, they nod their heads and

agree with us that the salesman got just what he deserved.

And it only now occurs to me that a few weeks later, our need having become pressing, we called up and ordered a Kodascope. It was the equipment we wanted for our job and that proved a stronger sales determinant than the purely academic fact that a blundering salesman had taken a rap at his competitor.

* * *

Here's an illuminating little incident. Maybe it proved something about the knocker.

It was two years ago that I had the privilege of spending some time out in the territory with one of our young men whose sales were consistently the best in the division. An energetic, red-faced citizen was Jimmy Rose—better known as "Rosy"—whose ambition seemed to center on no less an accomplishment than the establishing of exclusive dealers for our line in every outlet he covered. He was the enthusiast whose creed was expressed in the apt phrase: "So good that the richest man on earth can't find anything better, and so economical that the poorest man on earth can't afford to use anything cheaper."

A Top-Notch Salesman

What I mean, our stuff had made a hit with Rosy and he boosted it in glowing word and expressive—though not always elegant—metaphor. He was the kind of salesman one is proud to have on the territory, always at work, always brimful of energy, always turning in the orders.

We called on a half dozen established dealers the first morning out and I gathered no particular new ideas except that here was a lad with the punch and all the necessary staying power. Little opposition was encountered beyond the rather discouraging commonplace that dealers were inert and not very susceptible to our merchandising helps nor to our suggestions about getting busy and capitalizing their local markets. "Rosy" handled each according to the needs of the situation, using our stock phrases, distinguishing himself

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THE BEGINNING COMMENCES



REMEMBER the first "date" you ever had? Not just a party—the kind you went to when you were nine, or eleven—but the first time you ever took a girl out for a personally conducted tour of the bright lights. Here goes Tom Baker, with some misgivings, but the urge is upon him, and the giddy whirl commences.

It's just the beginning for Tom. It marks the opening of a new era in his life... a period when neckties suddenly become ornamental instead of bothersome; when the proper hat-angle makes a difference; when neck and ears are things that really should be washed; when the family garage needs another car.

Now life is real; life is earnest. He begins

to buy things as rapidly as he can get the wherewithal. Some he earns—some he acquires by devious diplomacy. More often than not he gets what he wants.

Of the 700,000 AMERICAN BOY readers, 85% are of high-school age or older. Some are just stepping out; some have been stepping for some time. Here's a market right now. But remember, above all, it won't be so long before some of those fellows will be founding homes of their own. Start selling them now, and build your good-will against the happy day. December forms close October 10th.

The YOUTH'S COMPANION
combined with
American Boy
Founded 1827
Detroit Michigan

from any other salesman I had ever been with only in the vigor of his presentations and the eager zeal with which he went from one third-rate outlet to another.

Toward noon, though, we picked ourselves a little wildcat who classified as a distinct individualist and seemed perfectly willing to engage in any kind of an argument. We had barely finished introductions when he told us he was all washed up with our line, was going to advertise a cut-price sale beginning on the following Saturday to clear out his present stock, and had already placed his order for a carload of a competitive line.

This looked tough but "Rosy" sailed right in. "Ed, I thought better of you than that. I have been watching your place for quite a while and have been sort of proud of the way you have been growing and making money. I brought Mr. Biggs in here to show him the real kind of dealer you don't meet up with very often, and then you let me down like this.

"Maybe you're kidding me. Maybe you haven't ordered a carload of this Whoosis oil and are only just thinking about it—trying to take me for a little ride, I expect. In any case, I'm here to tell you for your own good that you have got about as much use for a carload of that devil's broth as I have for another set of ears.

"You know what they want, out of you? They're just pulling their old stuff—giving you the whistle off the factory, a special discount on the oil, an extra cent or two on the gasoline price, to get you to take up their line and establish it here in your town—then you'll wake up some fine morning and find they've built their own station across the street from you and cut you off their list.

"In fact, I'll bet you the price of a new hat we can go up to the court house right now and find they've either got an option or a lease on that vacant lot across the way. Want to call me?"

This was too strong a dose for Ed. He caved in and admitted he had merely listened to overtures from the competitor and that the actual signing of an order was a

remote contingency. The customary stock order for his current needs was soon forthcoming and we departed with the happy sense of a good deed well done.

I thought little of this terrific and direct criticism of a competitor's methods—it was too close a duplicate of vitriolic little outbursts of my own under similar circumstances a few years earlier. Only lately, since the question of knocking the competitor has come up to be examined critically, have I recalled the episode and realized its implications. And the fact that I took it so calmly seems to prove something—maybe not that it's good medicine to knock the competitor, but at least that we do it so often as to excite little notice.

* * *

Of course a knock is a knock and I'm not the same young hellion who blithely ranged over western Kansas and Nebraska a decade ago, engaged in fist fights with competitors in hotel lobbies, coaxed dealers to send in telegraphic cancellations of orders placed with another company and in general had one heck of a good time. I'm a Rotarian now and believe sincerely that he profits most who deals them off the top of the deck.

Still the house has to have salesmen and salesmen are not worth killing unless they are enthusiastic and if a man is enthusiastic it seems he just has to reach down and grab a dornick now and then and heave it at the nearest object of intense dislike—which means a competitor, nine times out of ten.

So let 'em knock. The competitors are all knocking us and fifty-fifty is a fair percentage in any league.

Rumidor Account to Anderson, Davis & Hyde

The Rumidor Corporation, New York, manufacturer of Rumidor humidors and rum refills, has appointed Anderson, Davis & Hyde, Inc., advertising agency of that city, to direct its advertising account.

Made Advertising Manager, General Motors of Canada

Harry M. Ireland has been appointed advertising manager of General Motors of Canada, Ltd. He will make his headquarters at Oshawa, Ont.

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IOWA'S 1930 FARM INCOME AHEAD OF 1929

The Iowa farmer's income this year will be as much or more than it would have been with a bumper corn crop, Mark Thornburg, state secretary of agriculture, told the Des Moines Real Estate board Thursday noon.

Iowa farmers are buying feeding hogs and cattle at lower prices than they paid a year ago, he said. Then they will feed the animals with oats and wheat, which are cheaper now than corn. They



will sell the fattened animals, according to present indications, at prices above normal, he said.

Thornburg pointed out that Iowa is one of the agricultural states which suffered comparatively little damage from the drought. Montana and Oklahoma, from which Iowa buys many feeder animals, were hard hit with the drought and therefore will sell stock for feeding more cheaply than usual.

Thornburg estimated that Iowa will produce about 300,000,000 bushels of corn this year.

"While this is below normal for corn, yet the Iowa small grain crop is good. So was the early hay crop. The Iowa farmer will mix these foods with corn in stock diet and will profit," he explained.

Nowhere is newspaper advertising more effective or more economical than in Iowa. The Des Moines Register and Tribune is read in two out of every three homes, rural as well as urban, in all of the central two-thirds of Iowa. Circulation exceeds 240,000 daily and 200,000 Sunday.

J. Walter Thompson Company

Through six strategically located offices in the United States and eighteen offices in other countries which cover Europe, North and South Africa, South America, India, Java, New Zealand and Australia, we offer advertising agency service which has demonstrated its merit for many of the world's foremost advertisers, several of whom we have served for more than twenty years.

Total population served by these offices is 1,418,000,000



-
- NEW YORK · *Graybar Building · 420 Lexington Avenue*
CHICAGO · *410 North Michigan Avenue*
BOSTON · *80 Boylston Street*
CINCINNATI · *Chamber of Commerce Building*
SAN FRANCISCO · *Russ Building*
LOS ANGELES · *Petroleum Securities Building*
★
MONTREAL · *Dominion Square Building*
★
LONDON · *Bush House, Aldwych, W. C. 2*
PARIS · *12 Boulevard de la Madeleine*
MADRID · *Plaza del Callao, 4*
STOCKHOLM · *Kungsgatan 39*
COPENHAGEN · *Axelborg*
BERLIN · *Unter den Linden 39*
ANTWERP · *115 Avenue de France*
WARSAW · *Czackiego 17*
★
ALEXANDRIA · *27 Rue Cherif Pacha*
PORT ELIZABETH · *South Africa · Netherlands Bank Building*
★
BUENOS AIRES · *Argentina · Avenida R. Saenz Pena, 636*
SAO PAULO · *Brazil · Praça Ramos Azevedo 16*
★
BOMBAY · *India · Shaw Wallace Building, Ballard Estate*
★
MELBOURNE · *Australia · 145 Collins Street*
SYDNEY · *Australia · Asbestos House, 65 York Street*
★
BATAVIA · *Java · 15 Noordwijk*
★
WELLINGTON · *New Zealand*
★
LATIN-AMERICAN & FAR EASTERN DIVISION
New York Office
-

Excuse It, Please

A New Medium That Manufacturers Can Use to Keep Their Products Ringing in the World's Eardrums

By Edmund S. Whitman

WITH astonishment appeals fetching higher premiums every day, it is surprising that none of our publicity giants has hit upon the idea of using their telephone girls as a new medium through which to keep their products ringing in the eardrums of an unsuspecting world. For once, at any rate, it looks as though the advertising fraternity has been asleep at the switchboard!

The company letterhead has served faithfully for years in the routine of carrying a slogan or a picture of the product. Meanwhile countless millions have called by phone, their large, intellectual ears fairly palpitating for a sparkling, vibrant, personalized message which the girl at the switchboard could have put across in a brand new, ultra-astounding way!

Day after day, the same dreary stencils are employed by phone girls in offices all over the country: "Hello"—"Good morning"—and that particularly scintillating greeting, "Yes." How unspeakably dull and conservative! What a golden opportunity for some fearless leader to work out a characteristic selling message, or at least something pretty definite in the way of an institutional campaign, to be implanted in the minds of everyone calling the company by phone, through the means of the operators at the switchboard.

What's the use, you may say, of having the PBX ladies instructed to coo some subtle, alliterative message into the phone every time they answer it? Surely anyone who knows enough about the company to call by phone, must have some business relationship with it and must be, therefore, cognizant of the products it sells. A pregnant question surely, but it can be answered. Indeed it could be directed to the policy of printing slogans or pictures on letterheads and envelopes as fairly as it is

to this new telephone medium.

It may be surprising to many of you to learn the number of calls coming into your company's switchboard which are in no way related to the business of the company. After all, unless you have been a switchboard operator yourself, you can't have any very authentic views on this subject. Check up—and be horrified!

In the first place, droves, nay scads, of people call every day, not to buy anything from the organization, but rather to sell something—and to some individual, at that—not the company, at all! Just because an agent wants to make an appointment with the executive vice-president of Squibb in order to ease a large policy into his safe deposit box is no reason at all why he shouldn't learn fortuitously that Milk of Magnesia plays old hob with acid mouth, from which, dang it all! he suffers.

And many's the swain who calls his girl friend during business hours—for remember, although she is just another hand at the Index Visible so far as you're concerned—she's Queen of the May to him! Yet if your company happens to manufacture Spur Ties, a gentle phone reminder, whispered in his ear as the number is acknowledged, might result in business—the astonishment appeal way.

Selling Wrong Numbers

Then finally—think of the wrong numbers! Think of the man who is calling his wife at SUSquehanna 1769 to tell her he won't be home on account of a committee meeting at the Steam Club, but who gets BUTterfield 7853 (the operator didn't quite catch the number . . . excuse it, pul-lease), where a voice of persuasive timbre advises him to "Say It With Flowers—This Is The Flower Growers." Under such conditions, who wouldn't send the lady at the very

Thorough Trading Area Coverage Through One Newspaper!

Sales Dictated This Advertising Policy—

DEPARTMENT STORES used 261,617 more lines of advertising in Milwaukee newspapers during the first eight months of 1930 than in the same period in 1929. The Milwaukee Journal carried 2,953,102 lines or almost *twice* as much as the other *two* Milwaukee newspapers *combined*! Here are the figures for department store lineage:

	<i>The Journal</i>	<i>Second Paper</i>	<i>Third Paper</i>
1930 (<i>Eight Months</i>)	2,953,102	970,106	696,521
1929 (<i>Eight Months</i>)	2,810,411	854,969	692,732
Gain	142,691	115,137	3,789

Cash receipts alone are the guiding star of department store advertising policies and the above comparisons offer evidence that the Milwaukee-Wisconsin market is productive of profitable advertising results in 1930 as in 1929. Evidence, too, that The Journal is the *one* big sales producer among Milwaukee newspapers!

THE MILWAUKEE JOURNAL

FIRST BY MERIT

H. J. GRANT, *Publisher*

Read by More than Four out of Five Milwaukee Families!

least a significant spray of snapdragons?

As an example of the possibilities of this medium, the United Fruit Company is enviably situated to show industry the way to utilize the phone salutation advantageously. Who among us would fail to be intrigued, if when we called WHItchall 1700, a lilting, musical voice should respond with: "Yes . . . Bananas"? While the word "Yes" is hackneyed beyond description for telephone usage, still in combination with "Bananas" it instantly becomes profoundly significant. And since everybody is a potential banana consumer, such a message becomes valuable reminder copy at no expense to the organization.

Or take nuts. Pecans, for instance—or Brazilian walnuts. When a man thinks of nuts nowadays he should think of CHickering 3454. He calls, and finds himself irresistibly nut-minded as the girl offers this nutty salutation: "Chock-fulla Nerts Company All Kinda Salted Nerts Hello."

Here's one for the Union News. Surely you know the dear old Union News? Here's an organization with a distinctive, compelling sales slogan possibility, admirably adapted for the telephone the astonishment way. All that would be necessary would be to replace the girls with some of the paper boys who greet you as you emerge from the subway at Times Square. These boys should be picked for the job purely on the basis of sound effects. What is required is the nasal twang and a larynx corrugated after the manner of a lemon squeezer, through which can be rasped, *allegro con brutalito*, the following injunction: "Unyun Nooz—Whaddya Read?"

Trust the big blurb and milline people to be already groping for this new mode. The advertising brethren are justly noted for an esthetic feeling for words and an ability to lodge conviction through dexterous choice and arrangement of this commodity. Without being fully aware of it perhaps, agencies deal commercially in assorted syllepses, syllogisms and slogans of infinite allurements.

Perhaps the most masterful of them all could be issued by the Villa Vallee. For if ever a phone greeting could be created to interpret the merchandise sponsored by any particular organization, this club has it in the bag. Think of the astonishment appeal of putting in your call and receiving an earful of this croonful greeting: "Heigh-ho Villa Vallee Heigh-ho."

Much simpler, yet equally exquisite and reminiscent could be the phone announcement from the Jell-O Company: "Jell-o Hell-o! Beautiful, isn't it? A perfect gem."

Is our city administration alive to the possibilities? The answer is yes. The municipality is standing squarely with us on this matter of personality expressed through the phone. Take Manhattan's most romantic number—SPRing 3100. The Police Department. Give them a buzz. Ask yourself where they got that wizard with the unsympathetic voice and the falling inflection. All he says—but, oh, how he says it—is "Yeah!"

You get the idea. "This here's the Pepsodent Company of America Incorporated" . . . "The Swedish American Line Skoal!" . . . "Banzai! The Japanese Consulate" . . . "The Farmer's Trust—All Others Cash on the Barrel Head" . . . "Cremo Cigar Company—" But that's horrid . . . and besides, enough is enough.

J. C. Chick to Direct Cadillac Sales

J. C. Chick has been appointed general sales manager of the Cadillac Motor Car Company, Detroit. He succeeds Lynn McNaughton, vice-president in charge of sales who recently resigned. H. M. Stephens, formerly general sales manager, has been transferred to the staff of R. H. Grant, vice-president of the General Motors Corporation.

Mr. Chick formerly was assistant general sales manager of the Chevrolet Motor Car Company in charge of sales in the Eastern half of the United States.

J. F. Corrigan with Ingersoll-Waterbury

John F. Corrigan, for the last few years promotion manager of the Hole-proof Hosiery Company, New York, has joined the Ingersoll-Waterbury Company, also of that city, in a similar capacity.



Would You Know The Real Detroit Market?

*Send for a Copy of Industrial Detroit
118 Pages of Information*

Do you know that Detroit has 3,000 producing concerns of which only 200 are makers of automobile or automobile parts? Do you know what products are made in Detroit and sold in Japan? What products made elsewhere find one-third of their entire consumption in Detroit? This little booklet of 118 pages, written by a member of The Detroit News staff, gives complete and detailed information about every important industry and manufacturing establishment in the Detroit area. If you are yourself a manufacturer or advertiser you will want this interesting and informative pamphlet for your industrial library. Write on your letterhead for a copy.

In this great Detroit market The Detroit News has 74,000 more circulation than any other Detroit newspaper—a fact of deep significance to 1930 advertisers.

The Detroit News

THE HOME NEWSPAPER

New York Office

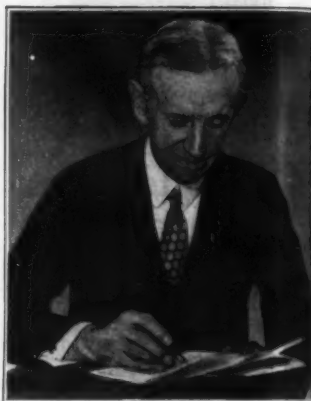
Chicago Office

L. A. KLEIN, 50 E. 42nd St.

J. E. LUTZ, 180 N. Michigan Ave.

Member of 100,000 Group of American Cities

Is Chicago in a *Buying*



*"We put to test a theory . . . if
people will buy merchandise . . .
that no so-called buyers' strike exists"*
—D. F. Kelly, President, The Fairbanks Company

ADVERTISING REPRESENTATIVES:

CHICAGO

Home Office
Daily News Plaza
Tel. Dearborn 1111

NEW YORK

John B. Woodward, Inc.
110 E. 42d St.
Tel. Ashland 2770

DETROIT

Joseph R. Scolaro
3-241 General Motors Bldg.
Tel. Empire 7810

SAN FRANCISCO

C. Geo. Krogness
303 Crocker 1st National
Bank Bldg.
Tel. Douglas 7892

ATLANTA

A. D. Grant
711-712 Glenn Bldg.
Tel. Walnut 8502

*Member of The 100,000
Group of American Cities*

The Chicago

Chicago's Home

New

Mood?

Here's the Answer!

A 10% greater sales volume at a price scale 10% less than in 1929.

The highest sales record for a single day in the history of The Fair, one of Chicago's leading Department Stores.

The crowds still came when the doors were closed at 9:00 p. m.

How It Was Done . .

Twelve pages announced The Fair's Economy Day, September 3, in The Chicago Daily News . . . which was more than the space used in all other Chicago newspapers combined! . . . It was a test of market and media such as any other general of sales can make to his own satisfaction in Chicago.

Daily News
Newspaper



The
INDIANAPOLIS NEWS

Her Activities Have Changed Radically Since She Flashed Across the Merchandising Horizon Less Than Two Years Ago

By Ruth Leigh

IT may be evident to manufacturers who, in the last few years, have grown accustomed to having their orders curtailed and their merchandise criticized by the department store stylist, that the activities of that hitherto important young woman are gradually declining. An investigation among stores confirms this, making it apparent that since the enthusiastic introduction of the store stylist during 1928, she has enjoyed a short life, and hardly a merry one.

To be sure, business conditions are vastly different from the days when, in February, 1929, at a session of the National Retail Dry Goods convention, the stylist was hailed by store executives as a person who "must have some measurable degree of diplomacy in her dealings with everybody in the store, keep her relations to the buyer informative or advisory, but never critical . . . have a sense of good taste in dress . . . be a clearing house of a host of fashion facts . . . draw up written forecasts on which to base fashion operations . . . assist in every possible way to carry out fashion programs . . . democratize beauty . . . know when to exploit styles and when to drop them. . . ."

In spite of all this enthusiastic hailing of the stylist as the Jeanne d'Arc of fashion, the mention of the word "stylist" in retail circles today provokes either a wry laugh, a cynical

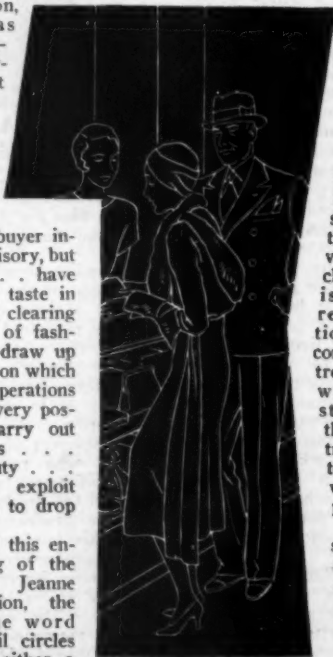
shrug, or an annoyed gesture. One retail executive, asked whether he thought the store stylist was passing out of the picture, said bluntly: "She never arrived."

This article aims to point out exactly what has led to the rapid rise and fall of the retail stylist, and what, according to far-sighted retail executives, is likely to be her future.

This much seems clear: the store stylist, as she existed in retail organizations in the last two or three years, is definitely passing out. It appears now that some store officials never took her advent very seriously. Store mer-

chandise managers, especially, insist that they knew that these inexperienced, smartly-dressed young women, suddenly projected into store organizations, could never last, and they smile grimly to see their prophecies vindicated. Others claim that the stylist, like so many retailing innovations, such as unit control, buying control, and so on—was just another store enthusiasm that swept the country, and like other temporary whirls, was doomed to peter out.

On this, most store executives agree: that the stylist was introduced in 1928 somewhat as a fashion symbol, a concrete personification of style.



Courtesy Grand Rapids Store
Equipment Corp.

"I believe that the stylist of the future will be largely a co-ordinator of fashion information in the store. In many large organizations, it is the custom these days to hold fashion meetings of buyers each season before going to market. At these meetings, we decide exactly what colors and styles in different merchandise lines will be featured that season, thus enabling buyers to call upon sources of supply completely informed beforehand as to what their own and related departments will feature.

"In this advance co-ordination of the store's fashion information, the stylist will play an extremely important role. It is she who will do advance research, suggest color and style trends, and co-ordinate the views of buyers, so that later the store will be able to merchandise its stock as a unit."

With the curtailed activities of department store stylists, it is extremely important for manufacturers to understand just what stores have in view. Almost every retail official interviewed for purposes of this article stressed the same point: *that fashion in retailing is just as important today as it ever was*. Executives state that just because they are dispensing with an over-abundance of stylists does not mean that they are for an instant relaxing on style promotion programs.

Style Still the Keynote

According to an official of the National Retail Dry Goods Association, style is still the keynote of modern retail merchandising, but style promoted with less hysteria and with more intelligence. The stylist will not be eliminated entirely; there will simply be fewer in each store. For example, the average small department store may have one stylist for the entire organization. A large store may have two stylists, one for apparel departments and the other for the home furnishings group.

According to Thorndike Deland: "The retail specialty stores and department stores stress style more than ever and demand style ability

in their buyers and executives. Nearly any store will take on a stylist who is a real authority on the subject, who is a worker, and who understands how to get the story across to the other executives in the store, but there seem to be few with this ability."

As department stores cut down the number of stylists, they are finding their buyers more able and willing to take on the duties of the stylist. In fact, executives point out that by now most buyers have observed carefully the work of the stylist and have learned to sense styles themselves.

Buyers Have Learned Their Style Lesson

One store official made the observation that if the stylist excitement did nothing in the last two or three years, it taught buyers the lesson of style. The inexperienced young stylist may have caused much unpleasant friction, but she did accomplish the spectacular feat of scaring many buyers into the realization of fashion importance, as well as fashion applied to low and moderate priced merchandise. In short, the stylist served as the management's concrete method of making the buyer realize that this style business was serious, and that the store was determined to put across the idea, with or without the assistance of the buyer.

The buyer today, therefore, plays the dual role of buyer-stylist, confirming the view of a well-known, rather brusque Fifth Avenue executive who, during the early stylist hysteria, said bluntly: "No, our store doesn't have stylists. Our buyers are our stylists. If they aren't good enough to have good style sense, they aren't fit to be our buyers"—a viewpoint reflected by many store executives today.

Another interesting reason for the decline of department store stylists was advanced by the home furnishings buyer for a large New York department store. He points out that most manufacturers today are doing their own styling, and doing such an excellent job that the suggestions and criticisms of

department store stylists no longer seem necessary.

There was a time during the last few years when manufacturers eagerly heeded suggestions and sought new ideas from store stylists. Today the situation is entirely different. Manufacturers are, in some cases, ahead of stores in merchandise styling and no longer dependent upon their retail distributors for fashion advice.

Instead of stating that the department store stylist has passed permanently out of the picture, therefore, it would be more accurate to point out that she has merely passed on to a new phase of store work, in which style is regarded in a saner, better-balanced, more intelligent light.

Manternach Gives Agency to Associates

M. C. Manternach, president of The Manternach Company, advertising agency, has transferred the business which he has conducted for sixteen years at Hartford, Conn., to his associates, Everett R. Smith and Arthur H. Patterson. The business has been turned over to these associates as a gift in recognition of their services. Mr. Manternach will not retire from active business, but will devote all of his time to his other interests.

Walter A. Allen, who for many years conducted an advertising agency under his own name at Hartford, becomes associated with Mr. Smith and Mr. Patterson in a consolidation which will operate under the name of Smith, Patterson & Allen, Inc.

Mr. Patterson, who had been art director of the agency, formerly was vice-president of the Charles W. Hoyt Company, Inc., New York. Mr. Smith, who was secretary and general manager, for eight years was in charge of advertising and sales promotion of the Fuller Brush Company.

Appoints Botsford-Constantine

The XLNT Spanish Food Company, Los Angeles, Texas tamales and other foods, has appointed the Los Angeles office of the Botsford-Constantine Company to direct its advertising account. An advertising campaign is planned, to start next month, on a new steam-cooked, canned tamale. Newspapers and radio will be used.

Arnold S. Breakey Joins Wales

Arnold S. Breakey has joined the Wales Advertising Company, Inc., as vice-president. Mr. Breakey was formerly vice-president of Conklin, Mann, Inc., service director of the former Frank Seaman, Inc., and account manager for Lord & Thomas and Logan.

Acquire "Sporting Goods Illustrated Journal"

National Trade Journals, Inc., New York, has sold the *Sporting Goods Illustrated Journal* to the Mayor-Spofford Publishing Company, Chicago. It will henceforth be known as *Sporting Goods Journal*.

This publication was originally owned by W. D. Callender, Chicago, who later sold it to National Trade Journals, Inc. Will B. Mayor, who had been its manager, upon its sale, started *Sporting Goods Illustrated* which was purchased last January by National Trade Journals and merged with the *Journal*. It now returns, by sale, to Mr. Mayor and his associates.

Frank G. Gambria, vice-president of the Mayor-Spofford Publishing Company, resumes his position as Eastern manager. Ames A. Castle, secretary, continues as managing editor. Fred D. Porter, Chicago publisher, is treasurer. Beginning with the October issue, *Sporting Goods Journal* will be published from Chicago.

G. L. Miller with W. L. Brann Agency

George Laffin Miller has joined W. L. Brann, Inc., New York advertising agency, in an executive capacity. He has recently been with the Newell-Emmett Company, New York, and formerly was with the J. Walter Thompson Company and Lord & Thomas and Logan.

C. C. Swearingen with "The Chicagoan"

Charles C. Swearingen, formerly advertising manager of *The Black Diamond*, Chicago, and for five years with *Motor World Wholesale*, Philadelphia, has joined the advertising staff of *The Chicagoan*, Chicago.

V. B. Hooper to Head New Business

Van B. Hooper has resigned as general sales manager of the Master Lock Company, Milwaukee, to head a new hardware manufacturing company in that city which will manufacture a line of hardware products.

W. E. Marquam with Buckley, Dement

W. E. Marquam, for the last eight years with the Faithorn Company, Chicago, has been appointed sales director of printing production of Buckley, Dement & Company, of that city, direct mail advertising.

J. J. Gibbons Elects R. A. Stapells

R. A. Stapells, president and managing director of Stapells, Fletcher, Ltd., has been elected a vice-president and a director of J. J. Gibbons, Ltd., Toronto advertising agency.

Goldilocks isn't a bit afraid of the Wall Street bears!



Ask the Boone Man about the thousands of entrants in the Uptown New York Baby Contest, sponsored by the Evening Journal. Then buzz him about the huge number of children who entered pets in the Brooklyn pets contest. Then about the Just Kids Safety Club. After he tells these true stories of reader-interest in New York homes with children, you'll want to hear of the selling experiences of home products similar to your own here. And of the part the Boone Man played in getting proper distribution and real dealer cooperation. Then discuss your own product with him . . . for you will have found him to know this market thoroughly, and to have the ability to apply that knowledge intelligently.

New York Evening Journal

MAIN OFFICE: 9 EAST 40th ST., NEW YORK CITY

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION

NEW YORK CITY, International Magazine Building . . . CHICAGO, Hearst Building . . . DETROIT, General Motors Building . . . ROCHESTER, Temple Building . . . BOSTON, 5 Winthrop Square . . . PHILADELPHIA, Fidelity Philadelphia Trust Building PACIFIC COAST REPRESENTATIVE, H. H. Conger, 5 Third Street, San Francisco



MARKS THE SPOT

Fewer crosses to mark the spots where campaigns have gone wrong should be a worthy crusade in this business of advertising.

The Boone Man has found out that many mistakes could have been avoided if the facts effecting commodity sales in his eleven markets had been checked in advance.

NEWSPAPER ADVERTISING AS

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So he would have you use his knowledge of those conditions before a campaign is started as well as while it is running.

A little more teamwork before it is too late, would save a number of border line cases—and we're willing.

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION

CHICAGO
Hearst Bldg.

NEW YORK CITY
International Magazine Bldg.
57th Street at 8th Avenue

DETROIT
General Motors Bldg.

BOSTON
5 Winthrop Square

PHILADELPHIA
Fidelity Philadelphia Trust Bldg.

ROCHESTER, N. Y.
Temple Bldg.

New York Journal
Boston American
Albany Times-Union
Rochester Journal
Syracuse Journal

Evening

Chicago American
Detroit Times
Baltimore News
Washington Times
Omaha Bee-News

Wisconsin News (Milwaukee)

Boston Advertiser
Albany Times-Union
Rochester American

Sunday

Detroit Times
Baltimore American
Syracuse American

Omaha Bee-News

BASED ON SERVICE

**You can
reduce guesswork
when planning
for Detroit
because the
Emerson B. Knight, Inc.
study
just completed
affords you direct testimony
from the people
themselves
as to their economic
status
and buying habits.
The Detroit Times places
this invaluable
testimony
at your disposal.**

"THE TREND IS TO THE TIMES"

Represented Nationally by the RODNEY E. BOONE ORGANIZATION

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"Smaller and Cheaper"

A Speculation as to the Economic Significance of Three 1930 Merchandising Developments—"Tom Thumb" Golf, Baby Austin and Midget Radio

By Arthur P. Hirose

Manager, Market Analysis Dept., McGraw-Hill Electrical & Radio Publications

THREE seemingly unrelated marketing developments of the year 1930 may indicate a tendency of great significance to manufacturers in a number of lines.

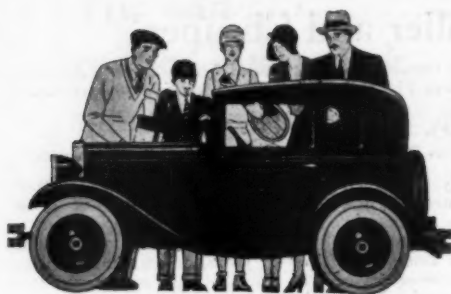
This spring and summer have seen the erection of some 25,000 miniature, pigmy, pee-wee or "Tom Thumb" golf courses. It seems as though every available vacant lot has blossomed overnight into a heterogeneous collection of imitation grass, field stones, alleged "water hazards," etc. While the orthodox golfer may dispute any blood-fellowship between the 9- or 18-hole course on which he plays and which spreads out over miles of land, and the little two-by-four contraptions housed in somebody's side lot, it is incontrovertible that these thousands of miniature golf courses have brought to millions of people, hitherto unbitten by the golf bug, a familiarity with a putter and a golf ball. It is also incontestable that it is a lot cheaper to pay a quarter for a round of miniature golf, than it is to pay

greens fees, caddy fees, locker-room fees, amounting to \$5 or \$6 in the average country club.

Common in Europe for a number of years, and not unknown on the Pacific Coast, in the eccentric purloins of Hollywood, the half-sized automobile made its formal bow to America this year, in the shape of the Baby Austin. The average autoist may be loud in his scorn of the tiny car with its shortened wheel-base, light weight and two-seat capacity. But the assertion that the Baby Austin will do forty miles on a gallon of gas and untold thousands of miles on a couple of quarts of oil, will make an unmistakable appeal to the pocketbook that is now paying for gas at the rate of twelve or fifteen miles per gallon, and six quarts of oil every thousand or so miles. It is true that the Baby Austin in its price—nearly \$500—does not show a very decided drop from the older, standard-size cars. Its chief claims are smallness in size and low cost of operation.



Thousands of Miniature Golf Courses Have Sprung Up All Over the Country During the Last Year—They Have Introduced the Putter and the Golf Ball to Many People Who Have Not Had an Opportunity to Play Real Golf



The Half-Sized Automobile Made Its Bow in America This Year in the Form of the Baby Austin

The third of the midget triumvirate which made its appearance in the eventful year of 1930, is the midget radio set. Sponsored on the Pacific Coast, the midget radio set, which combines in a small, Gothic-shaped device fifteen or twenty inches high, an all-electric radio set and a dynamic loud-speaker, is now being manufactured by from fifty to sixty manufacturers, including such substantial companies as the Philadelphia Storage Battery Company of Philco fame, and the Crosley Radio Corporation. These new midget radio sets with which the public at large will become acquainted this fall, are in no sense toys or novelties—they will do the job of a complete large-sized radio set. Furthermore, their attraction is that their price is not \$110, with tubes extra, as in the case of their elder brother, but \$49.50 or \$59.50 complete with tubes. Merchandising experts in the radio industry believe that upwards of 500,000 of these

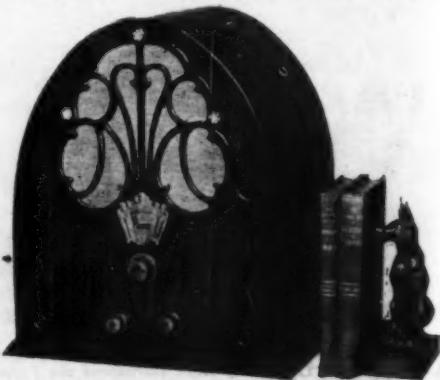
midget radio sets will be sold before the year 1930 is over.

Is it more than coincidence that all three of these midget devices have made their appearance in a year of business depression? All three items — golf, automobile and radio—are generally classed as luxuries. Do these miniature devices, therefore, represent an effort to give the public, with its decreased purchasing power, a smaller helping of luxuries at a correspondingly smaller cost? Are these three marketing developments of a very distinct and very important economic trend?

The writer is inclined to believe that all three have more than ephemeral significance. He believes that they are part of a very distinct and apparent merchandising tendency.

These three devices that have diminished in size are not alone,

Radio Manufacturers Are Introducing Midget Radios—This Philco Baby Grand Contains Seven Tubes and a Dynamic Speaker



Are **YOU** Seeking a Phantom?

You can't measure the worth of over a half-million readers of one newspaper by the reading habits of your wife, your neighbors or the man in the next office. It's only human to try it, but there's no money in it.

A composite picture of the average reader of the Chicago Evening American or any other large newspaper would be a meaningless blur; too many types would be included for any one type to be sharply defined. The "better" newspaper reader is a will-o'-the-wisp. Hope pursues him even after experience has proved he does not exist.

Acceptance of what is literally an axiom—that numbers is the one important factor in newspaper circulation—will simplify and reduce your media selection problems. In Chicago, for instance, it makes instantly apparent the right of the Chicago Evening American to first place on all Chicago evening paper schedules.

For the Chicago Evening American is in its tenth year of circulation leadership in Chicago's evening field. In the first eight months of 1930 the Chicago Evening American's average daily circulation was 550,232 copies—111,569 more than that of the second Chicago evening paper.

CHICAGO EVENING AMERICAN

a good newspaper now in its TENTH
YEAR of circulation leadership in
Chicago's evening field



National Representatives: RODNEY E. BOONE ORGANIZATION

although their rise has probably been a great deal more spectacular than has been the development of other miniature devices. In the electrical industry, we have seen the introduction by electric clothes-washing machine manufacturers of smaller and less expensive washing machines. We have seen this development greatly stimulate business because it brought the washing machine within reach of new lower levels of income. We in the electrical industry have also seen the introduction of the smaller-sized vacuum cleaner, smaller-sized ironing machines, smaller-sized

health lamps and health motors.

Other industries, too numerous to mention, have cut down the size and price of their products. The 10-cent package or can until recently was a relative novelty in the grocery store—now it is completely accepted.

Perhaps the slogan of American business might well be changed from "Bigger and Better" to "Smaller and Cheaper." The sales executive looking for increased sales in new markets may well ask himself "How can our products be diminished in size, initial cost, and cost of operation?"

When Words Fail—Demonstrate

THE hammer is one of the easiest things that the retail hardware clerk has to sell. He can talk about the hickory handle, the strength of the steel in the head, the "heft" of it and the few other points that hammer buyers want to know. There seldom is any need to demonstrate—everybody knows what a hammer is and does.

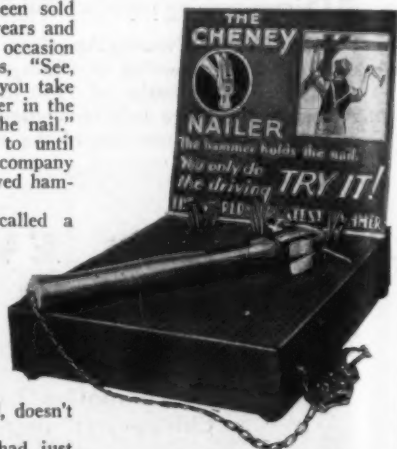
Cheney hammers, for example, made by the Prentiss Vise Company, New York, have been sold by hardware dealers for years and there has never been any occasion for telling its customers, "See, this is the way it works—you take a nail and hold the hammer in the other hand and then hit the nail." That is, they never had to until recently, when the company brought out a new, improved hammer.

The new hammer is called a nailer—a nail can be inserted in the claw where it will be held tightly by a patented spring device while the nail is driven in some place where it is inconvenient for the hammer user to hold a nail with his free hand. Sounds complicated, doesn't it?

And hardware dealers had just as much difficulty in explaining the new feature. It was much easier to say: "Here, see how it works?" and then actually drive a nail into

a piece of wood. Only a piece of wood isn't always handy in a store for such demonstration purposes.

So the Prentiss company came to the rescue. It constructed a demonstrator—display which the dealer places on his counter. It—well, look at the picture—that tells the story. It invites the customer to try the new hammer. "You only



do the driving" states the descriptive piece that goes with the wood block.

When words fail—demonstrate.

As evidence of the increasing recognition by automobile advertisers of the Chicago Evening American's strong position in the great Cook County automobile market, there is this: In August, 1930, the Chicago Evening American's proportion of automobile advertising carried by Chicago newspapers was 50% greater than in August, 1929!

The basic factor in this increase is the concentration of over 90% of the Chicago Evening American's circulation in Cook County, in which single county more new cars are sold each month than are sold in *all* of the 67 other counties of Northern and Central Illinois.

With by far the greatest evening circulation in Chicago, the Chicago Evening American in the first eight months of 1930 sold a daily average of 550,232 copies—111,569 more than were sold by the next Chicago evening paper.

CHICAGO EVENING AMERICAN

a good newspaper now in its TENTH
YEAR of circulation leadership in
Chicago's evening field



National Representatives: RODNEY E. BOONE ORGANIZATION



Ask Mr.
McEWEN

Mr. Harold McEwen, of McEwen-Halliburton, says:

"1930 is going to result in one of the most satisfactory years in the history of this business. Our increase for the first seven months has been more than for any seven months during the past five years, and we anticipate the fall business will result in a continued increase in volume."



Ask Mr.
BULKLEY

Mr. W. S. Bulkley, head of the Kerr Department Store, says:

"We have an unusual situation regarding business in our locality. Let's think in these terms. Let's talk in these terms. And let's cash in on the splendid business that exists. Our business for the first six months showed a very substantial increase. It's starting out even better the second six months. We're laying our plans for one of the best six months growth in our history."



Ask Mr.
BROWN

Mr. John A. Brown, of Rorabaugh-Brown, says:

"There has been no reflection of the national depression in the department store business in Oklahoma City. Our business for the first six months of 1930 has shown a gratifying increase and there is every indication that the last six months of this year will follow this trend."

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Editor Special Ad

. . . 3 great stores. a barometer of business in the Oklahoma City Market

Oklahoma City stands in vivid contrast with the majority of major American cities. Every angle of comparison intensifies its potency as an area with a high level of sales expectancy. Local business men, Babson's Reports, Standard Statistics and other authorities rate it as one of the best sales areas in the country.

There can be no juggling of these facts: Department store sales for July (Federal Reserve Bank Report, September) showed a 6.6% increase. General retail sales gained approximately 6% August was the thirty-sixth consecutive month in which building permits passed the million-dollar mark. Unemployment is rated at less than 1.4% (1930 census). Tenantry averages 95.4% for all classes of buildings.

Sales and advertising managers who select markets that are on the upward trend invariably find the Oklahoma City Area one of the choicest in America—a market that is covered at one low advertising cost, and with single effectiveness, by the Oklahoman and Times.

**THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES**
The Oklahoma Publishing Co.
THE OKLAHOMA FARMER-STOCKMAN

Elmer Special Advertising Agency—New York Chicago Detroit Atlanta Kansas City Dallas San Francisco



AND this from Mr. Francis H. Phelps, President of the Houseman Spitzley Corp., realtors and builders in Detroit:



"WE feel that you should know of the splendid results which we have been getting from our advertising appearing only in The Free Press."



"FOR example, on Sunday, August 17th, we advertised three Grosse Pointe homes in a space three

columns wide by ten inches deep. Our sales people at these homes were continuously busy from eleven in the morning until 8:30 at night. We are more than satisfied with these results from a business standpoint."



TO reach buyers in the Detroit market area you can confidently and most profitably tell your story through The Detroit Free Press.

The Detroit Free Press

VERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

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Educating the Industrial Jobber's Salesman by Mail

The M. B. Skinner Company Attributes Its Sales Increase This Year to a New Series of Letters That Talk Bluntly to Jobbers' Salesmen

By K. G. Merrill

Vice-President, M. B. Skinner Co.

THERE are only two links in our industrial distribution chain. The manufacturer sells the goods to the jobber, and the jobber sells the goods to the power plant, plumber and steamfitter.

This really is a very advantageous arrangement, as it simplifies very much the problem of getting goods into the hands of the consumer without passing through too many hands.

Almost anyone will immediately see that the strongest factor in this distribution system is the jobber's salesman. It is relatively easy for the manufacturer to cover the industrial jobbers of the country with perhaps ten or twelve men—and do the job very thoroughly, indeed. But once the goods are on the jobber's shelves, what is the manufacturer to do to expedite movement into the hands of users? Advertising is, of course, tremendously important, but advertising may not bring sufficient influence to bear upon the jobber's salesman, who is the direct personal contact with the industrial user.

It must be remembered that the industrial salesman has perhaps 10,000 articles in his catalog, and that it is no easy job to impress any particular item upon his mind. Yet, the industrial specialty manufacturer has got to do just that if he is to be able to keep his sales up, his distribution moving.

This is not a new problem, and for some ten years various manufacturers have attempted to meet it in two ways. First, the house organ, mailed to the salesmen employed by industrial jobbers.

The second method of keeping in contact with the jobber's salesman is for each manufacturer's salesman to hold as many sales meetings as possible while calling on the jobbers. It is quite cus-

tomary, for instance, for one of our men going into the city of Cleveland, to write ahead to the sales manager of the biggest jobber there and ask him if he could not arrange to have his men "in" on a certain Saturday morning, in which case our representative would be very glad to address the salesmen on the line which we manufacture.

But at the beginning of last year we started hunting for another workable method of reaching the jobber's salesman and, by educating and enthusing him, strengthening our contact with the actual user of our goods.

It was quite a problem, but the present variation of our solution of it is perhaps somewhat interesting.

Taking our cue from the many correspondence schools that do such a flourishing business in this country, we decided that we would devise a series of educational letters that would be more in the line of brief lectures than anything else. All superlatives, all flights of imagination, all "pep" language, all so-called inspirational talk was rigidly excluded from these letters. We decided that the salesman, well-nigh suffocated by the barrage of superlatives and brilliant writing to which he had been subjected, was ready for just a few plain, blunt business statements, and nothing added to them.

Having arrived at this basic policy, our next course was to determine how we were to present our specialties one at a time, yet completely, in the scope of a one-page letter.

After some thought we standardized on a letter construction which is really very simple. Each letter of a series took one of our fifteen specialties and dealt with it as follows:

No. 1. What is a such and such, and how is the product made?

No. 2. How does it work?

No. 3. Where can I, as a salesman, sell it?

Each letter started off with a reference to the name of the sales manager, and each letter was mailed to the salesman's home. Here is the first letter that we sent out:

Dear Mr. Simmons:

Mr. Roth, your sales manager, has asked me to mail you the enclosed catalog and to send you a series of educational letters telling you briefly—almost bluntly—some things about the Skinner line which will help you to understand it and sell it more effectively.

Will you turn to pages 14 and 15? These show the Emergency Pipe Clamp—a device for instantaneously stopping leaks in pipe—and stopping them permanently.

As you will note by the illustration, the clamp is simply a malleable iron cylinder, divided in halves, hinged along one side and bolted on the other. A gasket completes the clamp. When a leak appears, the gasket is placed over it, the clamp applied and tightened. The entire operation takes perhaps three or four minutes. And yet the leak is stopped for all time. The pipe is stronger than it ever was before. An absolutely permanent repair under any operating conditions—any pressure.

Where can you sell Emergency Pipe Clamps? At this time of year we particularly recommend calling this clamp to the attention of ice and refrigeration plants, dairies, ice cream manufacturers, bottling works, breweries, and laundries. All of them are running at full capacity owing to the hot weather—all of them are experiencing pipe leaks—all of them are customers—or will be if you will take one of these clamps out of your stock and show it to them.

Bear this in mind, will you?

You will hear from us again in about ten days.

Then, about ten days later we wrote him a letter of similar construction concerning another one of our specialties. And then ten days later still another—and so on.

Note the absence of ordinary selling language—the absence of flowery exposition and of hypnotic rhetoric. The letter given above follows very closely our preconceived pattern—(1) What is the article? (2) How does it work? (3) Where is it sold?

The simplicity, the brevity, the unimpassioned attitude of these letters—as they were received in the homes of 6,000 salesmen—must have struck a somewhat new note, because the results of the campaign have been amazing.

We have been forced to mail out thousands of extra catalogs to salesmen who have asked for them, because "I would like to have two or three dozen catalogs to give to some of my better customers."

Secondly, we have received innumerable requests for aluminum models of our various specialties where salesmen had become so interested that they wanted to make actual demonstrations.

Thirdly, we receive a constant stream of letters direct from salesmen asking us to meet special problems.

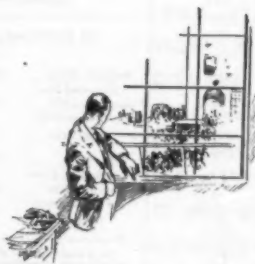
Fourthly, the first six months of 1930, one year after we began this educational campaign, instead of showing the depression of the rest of the business world, we showed a splendid increase over the first six months of 1929, which up until now had been our banner year.

There is absolutely no other cause or influence to which this increase in business can be attributed. If anything, our advertising has been a little lighter this year than last. Our calls on the jobbers themselves have been strictly normal—nothing more. But after a year of these educational letters to the salesmen—in the face of one of the worst business depressions in recent years—our sales go up.

There is no doubt about it, the educational campaign did it; and

THE NEWS • NEW YORK'S PICTURE NEWSPAPER

*Tribune Tower, Chicago • Kohl Building, San Francisco
News Building, 220 East Forty-Second Street, New York*



BUYING space in a newspaper because you like it . . . is merely introspection. But buying space in The News because a million and a third New York families like it — is *advertising!*

the best of it is, there is no end to this series of letters. Each month develops some new fact which can be put before the jobber's salesman.

We were figuring the other day that we have material on hand right now to send out a letter once or twice a month to jobbers' salesmen for the next three years—and each letter will contain concrete, constructive information that will enable the salesman to in-

crease his effectiveness in business.

Do not think that once having gone through the line, we continued to dwell overmuch on the construction feature of our devices. After thoroughly explaining the line, our letters recently have changed somewhat in that they are almost exclusively devoted to "sales tips," to telling the jobber's salesman exactly where we know by experience he can sell our line—now!

Keeping Employees Posted on Sales

THE Baltimore & Ohio Railroad has for many years acted upon the belief that employees who are thoroughly informed concerning a company's problems can apply themselves more intelligently in helping to develop solutions. Its employees' publication has regularly reported such facts concerning the road as the acquisition of new properties, road improvements, the purchase of new equipment, etc. Financial reports have also been given employees.

Today the road, in common with other transportation lines, is faced with sharp decreases in sales—sales, in this case, consisting principally of "cars loaded on line and received from connections." For a number of months this figure has averaged 15 per cent below the 1929 record.

In line with its usual program, the road is working toward this problem's solution by seeing to it that employees know exactly how carloadings stand. A bulletin is being posted every Monday at about 800 points on the road—in offices, shops, roundhouses, supervisors' headquarters, freight stations and the like. On this bulletin there appear figures showing carloadings for the month, to date of printing of the bulletin, the corresponding figures for the preceding month and for the same month of the preceding year, and the decreases or increases.

The first edition of the bulletin was posted on Monday, August

FREIGHT BUSINESS MONTH OF AUGUST

ALL CARS LOADED ON
BALTIMORE & OHIO
AND RECEIVED FROM
CONNECTIONS

15 WORKING DAYS

	Total	Daily Average
August, 1929	213,950	11,485
(15 Working Days)		
August, 1930	176,289	9,794
(15 Working Days)		
Decrease	37,661	2,691
July, 1930	176,842	9,780
(15 Working Days)		
August, 1930	176,289	9,794
(15 Working Days)		
Increase	247	14

The average number of cars loaded and received from connections, compared with the same period for the preceding month and the preceding year, is the first indication of the condition of our freight business.

Officers and employees will help improve this record if, in addition to securing all passenger possible for our trains, they will also secure all freight business they can.

25. It measures eleven inches by fourteen and the decreases are shown in red figures.

In the past thousands of the railroad's employees, not regularly employed as business solicitors, have secured business for the road. It is the expectation of the management that these weekly bulletins, with their quickly grasped message of the state of current business, will impress upon employees the importance of every worker acting as a salesman.

This is another day

THERE was a time when printing was just printing. Except for the few who really knew something about types and letter-press, people were not choosy.

In recent years this has all been changed. Today the man in the street and the lady of the house are both keenly alive to the difference between the good and the not-so-good, in printing as in all else, and they react accordingly.

We would be glad to review some of your printed pieces and to make any suggestions for their betterment that may be in order.

Charles Francis Press

PRINTING CRAFTS BUILDING

461 Eighth Avenue, New York

first..

in newsst

■ Once more publisher's own statements for the 6 months ending June 1930 prove beyond any possible doubt that True Story still has the largest newsstand or newsdealer circulation of any magazine in any class at any price.

■ The newsstand or newsdealer sale of True Story is 557,718 copies greater per issue than Liberty and 582,799 copies greater than the Saturday Evening Post.

Here's the irrefutable proof!

True Story	-	-	-	2,028,779
Liberty	-	-	-	1,471,061
Saturday Evening Post	-	-	-	1,445,980
McCall's	-	-	-	1,005,443
Collier's	-	-	-	970,373
Cosmopolitan	-	-	-	725,335
Ladies' Home Journal	-	-	-	690,486
American	-	-	-	660,984
Good Housekeeping	-	-	-	595,188
Woman's Home Companion	-	-	-	564,110
Pictorial Review	-	-	-	490,019
Delineator	-	-	-	329,717

True Story has no boy sales. More than 2,000,000 copies are sold voluntarily over newsstands at 25 cents each.

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t...again! stand sales

■ In terms of newsstand revenue the superiority of True Story is even more striking.

■ The American public pays \$50,420 more for True Story over the newsstands per issue than for the other six leading women's magazines combined; and \$289,234 more than the total newsstand revenue per issue of all five of the leading weeklies.

■ The newsstand revenue of True Story has increased during the first six months of 1930 which is certainly an indication that the Wage Earner families who read True Story are going right on spending.

■ Month after month True Story advertisers find this market of young Wage Earner housewives the most responsive market in their entire experience.

■ A buying market is an advertiser's market—and that's the market True Story is selling to national advertisers in 1931.

■ Advertising and sales managers who are hoping to hang up new records in 1931 must direct their selling effort to a market that has money to spend and the inclination to spend it—that's exactly the market of young Wage Earner housewives True Story reaches twelve times a year.

Guessing is "OUT" for 1931

NEWSPAPER advertising today is being purchased on sound reason and proven facts.
 ***Through these departments the Seattle Post-Intelligencer lends cooperation.

. . . *Merchandising Department*
 . . . *Prudence Penny Service*
 . . . *Market Analysis Department*
 . . . *Emerson B. Knight Market Study*

Assuring greater results from every advertising dollar spent . . . the statement, "The Post-Intelligencer knows the Seattle Market," is built upon its dominant merchandising service. *** Let a Post-Intelligencer representative tell you how you can eliminate the guess in your 1931 plans . . . Now.

SEATTLE

W. W. Chew, New York City
 285 Madison Ave.,
 A. R. Bartlett
 3-120 General Motors Bldg., Detroit, Mich.

J. D. Gellwehl
 812 Hearst Bldg., Chicago, Ill.
 Clayton P. La Due
 925 Hearst Bldg., San Francisco, Calif.

POST-INTelligENCER

A MILLION MODERNS IN THIS MARKET!

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The Seamy Side of Direct-Mail Work

Some Pointers on Building and Using Mailing Lists

By Aesop Glim

IN his last article* your Old Fundamentalist set forth some of the principles of planning and preparing direct-mail campaigns; certain special characteristics of direct-mail copy as against copy for other media. Always remember that the basic principles of making copy effective do not change, regardless of the medium used.

This week I will tackle—fearlessly—the hard and mean side of direct mail—the mailing lists. It's one thing to prepare a mailing piece; it's something yet again to know to whom to send it.

The hardest and meanest part of direct-mail work is securing an accurate list of the names and addresses of all those people who are prospects for whatever you are advertising. In other words, you must secure an *up-to-date* list of your prospects and a *comprehensive* list of your prospects—and then you must *keep* the list up to date.

And it may be said at the start, that that is something which can't be done—99 per cent of the time. But it is, nevertheless, the goal at which you must aim—to have in your possession an accurate list of every person who is a prospect and to find out whenever any person on that list moves, marries, dies or otherwise changes his or her name or address.

There are several expensive, but effective, ways of doing this—and I will indicate some of them. But it's your job to find *less* expensive and *more* effective ways of doing them for your own particular business.

Every directory and register is a potential mailing list—whether prepared for geographical, social, trade, industrial or financial ref-

erence purposes. At one end might be placed the regular and classified telephone directories; at the other end, the registers of the most exclusive clubs. If your prospects are lower (in financial net worth) than the list of telephone subscribers, you can try to work such lists as the census reports, enrolled voters, tax payers and the like.

Lists such as the above can frequently be bought or borrowed—or even “swiped.” It's not in my province to recommend thieving, but I may observe that it does occur, particularly in the case of club and social registers.

Trade and industrial directories are prepared for the benefit of those who are entitled—through membership or subscription—to use them.

And lastly, there are a number of list services—firms that specialize in supplying lists. They divide and subdivide the American populace into just about as many categories as the imagination can indicate. Some firms, such as the list services and the publishers of specialized periodicals, sell a copy of the actual list; others “forward” your pieces to their lists, without ever letting you see the actual lists. This latter system is for the protection of the people on the list—protecting them from too much abuse.

In direct mail the word “forwarding” may cover everything from folding, through addressing of envelopes, filling in of names on the pieces themselves, inserting, sealing and stamping—to the act of mailing; it may include the supplying of the list itself.

If you want to be sure—the most expensive way—that your list includes *all* your prospects, buy or otherwise secure every list on which there can possibly, by any

*“Be Sure Your Direct Mail Has Direction,” *PRINTERS' INK*, September 4.

remote chance, be any prospects; send your mailing pieces to every name on every list (without thought for possible duplication); keep on doing so.

If you want to work toward greater economy and efficiency, check the various lists against each other—for duplication; put a return address on every piece, together with a guarantee of return postage; then throw out the name whenever a piece comes back marked "Can't be found"—or words to that effect.

And finally, give your prospects a chance to let you know that they are alive and receiving your mail—through the reply cards and other methods suggested in last week's article—or through direct inquiry cards on which you invite them to write you that they are receiving your mail, interested in it and that you have the address correct.

* * *

All the above suggests the importance of having at least one clerk on your staff, whose primary and perhaps sole duty is the studying, perfecting and culling of your mailing list. If your mailing activities are at all extensive, such a person will justify his or her salary time and again in the saving of mailing pieces and postage which would otherwise be wasted on wrong addresses. This clerk, devoting full time to this duty, will ultimately come to understand the whole problem in broader light than you can hope to; from time to time he or she will find new ways to handle the problem, new shortcuts to take.

The one continuous ideal for your list clerk must be that of seeing that every mailing piece is addressed to the right person, in the right department (if a business organization) at the right address. There is only one right way to spell any person's name, only one right set of initials to use—and any error of this nature reacts upon the recipient as little short of an insult. In addition to which—if you will picture the recipient in the act of looking over the morning's mail—he knows that his friends know his name and initials;

when he receives a piece of mail with an error in the addressing, he knows almost immediately that it is from a stranger and probably an advertisement. If such a piece does not look unusually interesting, he may throw it away unopened.

* * *

In sending out direct mail, it is often well to work more than a live list. In other words, you will probably build one list that appears to be a list of immediate prospects—and another list of less immediate prospects (people who for some reason or other are not apt to buy at once). By working the secondary list, along with the primary list, you are developing the secondary into a future primary list—for next season or next year. When they become ripe for active solicitation, you should find that your preliminary work has made them easier to sell—easier than were those on your former active list.

Conversely, if you start with a broad, general list, make every effort to build a preferred list—a list of those who, by some indication or other, appear to be more interested or more logical immediate prospects than the rest.

By either system, you are apt to arrive sooner or later at a stage where you have at least three lists—*preferred* (having demonstrated interest), *special* (unusually logical for immediate response) and *general* (or logical for future development). These three types of lists suggest the need for three different types of mailing pieces—and this is an important principle for you to observe. Design each message to fit each type of list.

You know more about the special than the general and more about the preferred than the special. Take advantage of all such knowledge; creep up inch by inch. Thereby you make each mailing piece all the more timely and all the more personal—to each of the three types of prospects. And, if you recall last week's diatribe, *timeliness* and *personalizing* are the two indispensables of almost all direct-mail work.

As you begin to get replies from

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I Like My Eggs Fried Straight Up

DO I get 'em that way? I do *not!* I get 'em just as the madam chooses. If she's feeling good she poaches the things. If I've been out with the boys the night before, the formula seems to call for boiling about a minute and a half in luke-warm water. If I want a roadster and she wants a sedan we compromise and get a sedan. Am I boss in my family? Sure, Hector, I'm boss. Just like you are in your house. I guess we guys better admit our status in this woman's world and laugh off the cheerful gibes of the bachelors. ◎ ◎ ◎ Our modern Los Angeles girls-and-up read *The Examiner*. We *do* make the paper irresistible to the average female. Starting with Amos Parrish and his fashions we have a list of features as long as your arm and as imposing as a senator. The gents who sell products know this, too. Here's what Media Records says: Among other classifications *The Examiner* leads the field in clothing stores and toilet goods and beauty shops, local; furniture and household, footwear, toilet requisites and women's wear, national. ◎ ◎ ◎ If it's women you want, get 'em by the thousands in the 205,818 daily and 457,317 Sunday *Examiners* we serve them with their coffee and toast.

LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

your direct-mail work, designate someone (or several people) to inspect every reply, watching for special notes and comments thereon. By this method—beyond the immediate order or request which each reply represents—you will pick up a host of valuable suggestions regarding your merchandise, your company's reputation, your competitors, or your sales and advertising methods. From some of the replies you will get the names of other prospects—friends of the repliers, who may be interested in your proposition. Be sure to have all replies inspected and studied.

Lastly—and along with the aforementioned preferred, immediate and futurity lists—it may be extremely profitable to keep a list of present customers, to whom you will drop a line now and then. This can produce many desirable results. You keep your customers sold; they are pleased to know that your interest did not stop with the sale. You keep them sold; so that they will repeat the purchase with your merchandise rather than with a competitor's. You keep them sold and satisfied; so that they talk about your company or your wares to their friends—that invaluable factor known as word-of-mouth advertising. And if by any chance you don't succeed in keeping them absolutely sold and satisfied, you will at least keep them reminded.

And if reminded, whether satisfied or something less, they will talk; by and large, all such talk will redound to your credit. Your present customers want to see others in the same boat—or pickle.

Maxon Appoints Cleveland Staff

Maxon, Inc., Detroit advertising agency, has appointed the following to the staff of its new Cleveland office: Charles Baker, H. G. Selby, St. John Brennan and Emanuel Darmstadter. Mr. Baker will be in charge of copy and Mr. Selby in charge of media.

Robert Mack with J. Walter Thompson

Robert Mack has joined the New York staff of the J. Walter Thompson Company as an art director. He was formerly with Batten, Barton, Durstine & Osborn, Inc., in a similar capacity.

Thousands of Words Could Say No More

THOMPSON'S RESTAURANTS
CHICAGO, Sept. 5, 1930.

Editor of PRINTERS' INK:

I have just finished reading with considerable interest "It's a Long Worm That Has No Tail," by John G. Bradley, in your August 28 issue.

It's a knock-out!

"What's it all about?"—this business depression? I, too, have read what our economists, psychologists, and great captains of industry have been telling us about the depression. But Mr. Bradley has advanced more common sense in one paragraph than I have been able to find in thousands of words written by experts.

His description of the dollar velocity is a classic. Let's encourage more of the Bradley inspirational philosophy.

C. F. DRAKE,
Director of Public Relations.

Death of Arthur Acheson

Arthur Acheson, account executive of the General Outdoor Advertising Company, New York, died recently at Ardsley-on-Hudson, N. Y. Mr. Acheson, who was sixty-nine years old, in his advertising career also was associated with the Street Railways Advertising Company, the Curtis Publications, the *Christian Herald* and various advertising agencies.

Mr. Acheson was the author of several books on advertising, among them being "Trade Mark Advertising as an Investment" and "Belief Building Advertising." In addition to his advertising activities, he was especially well-known as a Shakesperian scholar and author. He had written many books on the famous poet, among them being "Shakespeare's Sonnet Story," "Shakespeare and the Rival Poet" and "Mistress Davenant, the Dark Lady of Shakespeare's Sonnets."

Leipzig Trade Fair Appoints Brann Agency

The Leipzig Trade Fair, Inc., New York, has appointed W. L. Brann, Inc., New York advertising agency, to direct the advertising in this country of the international industries exhibition located at Leipzig, Germany. Plans call for the use of newspapers, magazines and business papers.

Utility Appoints Toledo Agency

The Lake Erie Power & Light Company, serving a group of small cities in Northwestern Ohio, has appointed the Campbell-Sanford Advertising Company, Toledo, to direct its advertising account.

Wilson-Jones Acquires Shaw Blank Book Line

The Wilson-Jones Company, Chicago, has acquired the Shaw Blank Book line, manufactured and distributed by the J. G. Shaw Company, New York.

**When
7,500 families
become almost
nonentities —**

About 7,500 families in San Francisco do not buy the 10-cent Sunday Examiner. That's a paltry 5% of *all* in town. But there must be quite a few that can't read English. A few more who can't spare the dime. Wouldn't you think 7,500 out of 150,000 should about cover those two groups? We do. And like you, we *know* such families aren't worth reaching. The rest are. Reach them, Sunday, through the

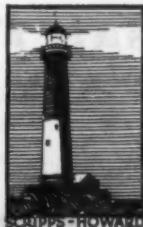
**San Francisco
EXAMINER**

ROGER BABSON

"One of the real reasons why chains have built up such a gigantic business is because they have had the courage to lose a sale rather than make an unsound one. They avo'id the fringes and margins of demand and focus on the thick center."

IT pays to concentrate advertising and sales activity on the thick center where consumers are numerous and sales costs lower.

The TRUE Cleveland Market, 35 miles in radius, more than a million-and-a-half population, is the thick center of Cleveland's social and business influence. Only in this small and compact area is there daily



MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of MEDIA RECORDS, INC.

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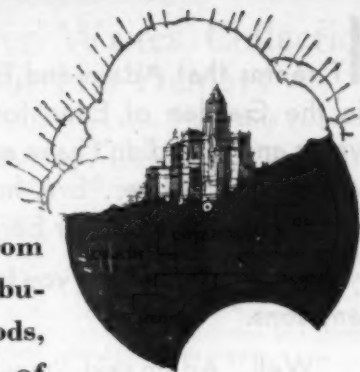
NATIONAL
NEWSPAP

CHICAGO
TROT

ON SAYS !

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because Cleveland, daily distribu-
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g and Here, alone, is Cleveland
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ive the great mass of people who read Cleve-
and newspapers and buy in Cleveland stores.
in ra- The Press with 94.1% of its circulation con-
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land's Market — equally distributed among every
n this class of people — is your First Advertising
daily Buy in Cleveland.



Pictured above is The TRUE Cleveland Market, 35 miles in radius, more than a million-and-a-half population. Only within this area does Cleveland newspaper advertising function profitably.

he Cleveland Press

SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
TROT • PHILADELPHIA • BUFFALO • ATLANTA

IT seems that Adam and Eve had been living in the Garden of Eden four, or maybe five, years and they didn't have any sons. So one day Adam said to Eve, "Eve, how about us having a son-and-father dinner here in the Garden?"

Eve said, "Yes? But you know we haven't got any sons."

"Well," Adam said, "maybe that's what's the matter; I notice that all these folks that do give son-and-father dinners do have anyway one son, so maybe if we have a son-and-father dinner it will sort of help things along. Maybe that's why we don't have any sons — because we don't have any son-and-father dinners."

**An excerpt from an
Ellis Parker Butler
story appearing in the
September ROTARIAN**

A Manufacturer Writes Collection Letters for His Dealers

They Are Offered as Part of the Company's Dealer Help Program

By Murray Moxley

Of the Universal Atlas Cement Company

THE Universal Atlas Cement Company places its collection letter service designed to help dealers collect their accounts high in the productive ranking of its dealer-help program. While dealers' collections might seem primarily the concern of the credit department, these Universal Atlas collection helps have qualified as an outstanding form of sales promotion.

They have created an active good-will, attested by hundreds of letters from dealers and by the reports of salesmen. More than that, they have been directly instrumental in opening up new accounts and in increasing the proportion of business done with already established customers.

The service was begun about a year ago, following a study of the dealer field. This indicated that the dealer would welcome suggestions from the manufacturer concerning the collecting of back accounts as well as in the making of sales.

The dealer is essentially a salesman. Absorbed in getting business, he tends to let collections—an unpleasant duty—slide. This, it was concluded, is one of the weak spots in the retail business and therefore a logical one for the application of dealer help.

It also seemed true that assistance in collections was a service which would be more readily recognized by the dealers. Sales helps, of course, do a job for him and in most cases he is more than glad to get them. But their results often are indefinite and hard to trace. Furthermore, because of his confidence in his own selling ability, the

dealer is often prone to discount the part the manufacturers' sales helps may have played in his success. On the other hand, there could be little doubt where the credit belonged if he were supplied with collection letters that actually brought in the money.

This asking for money is a pesky business.



If we don't ask for it in the right way - our customers are put out.



And if we don't ask at all - our books are put out.



We want to keep you as a customer and at the same time keep our books in order.



So won't you send us a check for that over-due amount of \$_____?



It will be appreciated and we'll certainly thank YOU.

Sincerely,

J. H. MELVILLE LUMBER CO.

ALLIANCE NEW

The Letters Are Designed to Stand Out Conspicuously—Yet They Are More Than Merely Clever Letters

Accordingly, several collection letters were devised which were offered to dealers without charge. They were made to be obviously form letters, rather than the seemingly personal type, for it was believed they ran less risk of being offensive to the recipient that way. The service is not a series in the sense that the letters are to be sent out in any particular sequence; it is

rather a group of letters from which the dealer may choose whatever one or ones he likes best. New letters are added from time to time.

Of course, the success of the whole thing depended upon the ability of the letters actually to collect due accounts. In this respect they have succeeded remarkably. Over a million of them have been sent out in response to requests from thousands of dealers. Many dealers who have used them have written to the company to tell of high percentages of return and of payments of accounts two, three and even four years old. This seems to be the outcome of an unusual combination of the qualities that go to make up a good collection letter.

The interest element is caught in what has proved to be a striking manner by the use of apt illustration and color in the physical presentation. The letters are so designed as to stand out in the correspondence received by the addressee. Yet they are not just "clever." The illustration dramatizes the message in each case and leads directly into it; and it is of the proper strength to gain attention and yet not obscure the purpose.

One of the letters appears as a picture of a memo pad on which is a notation asking payment. Another shows the upper part of a typewriter in which is inserted a statement showing the amount due and carrying the collection message. Two of the series have blank checks at the bottom on which the dealer's name is imprinted as payee.

Black and some extra color are used on all the letters. The color, alone, is believed to play an important part in their success.

The collection message in each case is original in its approach but definitely sound in its context. It reminds the recipient to pay, at the same time pointing out, in terms of sound business reasoning, why he should pay. And this reasoning always includes points of advantage that accrue to the debtor in prompt payment, as well as appealing to his sense of fairness.

Here is an example:

Any man who keeps his account paid up with a firm feels a certain satisfaction in dealing with that concern. He feels that he is a privileged person, always welcome. But if he lets the account lag there is a temptation to go elsewhere when he needs supplies.

So it's not only because we need the money that you are receiving this little note; it is because we want your business and want you to feel that you are the privileged customer you really are. You'll be rewarded with reasonable prices, prompt deliveries and all-around good service in exchange for prompt payment.

Just pin a check to the letter and mail it, or, better still, come in and bring it with you.

Here is another:

Every year about this time we go over our books to clean up any old transactions that are left unadjusted.

Because we were confidently counting on you to send us your check when your account became due we were surprised to find it still unpaid.

You, of course, know that for us to continue giving our customers the best service and close prices we have to jog the memory of even our best friends.

Look up this matter, won't you, and let us have your check today?

Another interesting thing about these letters is the fact that they make no attempt to advertise the Universal Atlas name. Only the dealer's name, which is imprinted at no charge, appears. They can be used for other products the dealer has as well as cement. This follows the company's dealer-help policy of helping the dealer sell everything he handles.

The letters are merchandised through the company's house magazine, the "Universal Atlas Dealer," and by the salesmen. The latter carry them as a regular part of their sales portfolios and have found them a strong point in opening up new accounts and in swinging more business to the company. A presentation booklet has been published displaying the letters, telling of results other dealers have had with them and urging their use to increase liquid capital and, as a consequence, sales. This is sent in response to inquiries created through the house magazine.

It has been found that the service also helps the company's own credit relations with its dealers.

In the Los Angeles
market (population
2,500,000) the Los
Angeles Times is—

FIRST

In Morning Circulation

FIRST

In Number of Homes to
Which Delivered by Carrier

FIRST

In Volume of News and
Other Editorial Matter

FIRST

In Display and Classified
Advertising

Los Angeles Times

Eastern Representative: Williams, Lawrence & Greiner Co., 369 N. Michigan Blvd.,
Chicago, 285 Madison Ave., New York. *Pacific Coast Representative:* R. J. Bidwell
Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

What Groucho Says

A Hard-Boiled Client Turns Out to Be a Good Egg

SAY, Dingle put one over the other day. You've always said Dingle has brains? Well, here's where he forgot 'em and just got mad and talked sense.

You know Curly, our big soft drink client. Well, Dingle has been writing the stuff for years. Curly is a peppery enthusiast. Limited vocabulary. Two and only two comments he ever makes on copy, "Rotten" or "Let 'er go." "Let 'er go" means it hits him between the eyes.

Dingle has found the kind of stuff Curly likes, which is something different every minute. By the time this lovely "Let 'er go" stuff is half through running Curly is sore on it. Gloats so much over it in proofs he gets fed up on it before he sees it in the paper. It's old stuff to him then, and having been made just to please him in the beginning it usually isn't any too good anyhow.

One day last week Curly blows in the office. Campaign is half through, he's sore on the copy, muttering about taking on another agent to give him good stuff. Boss scared to death of him. Doesn't ever quite get him anyhow. Boss and I settle down to pacify the irate client.

Curly beefed and growled and Boss sported his Grade A smile of worry.

Says Dingle, "Can't get the right stuff. Ain't you got anybody but Dingle to write? Call him in and see what he's got to say." Curly won't admit it, but he likes to be fair.

Dingle called in. Boss worse scared. Grade A smile gets broader and sourer.

Dingle is no prize winner in diplomacy. Hot day. Dingle hears the story and busts, while Boss gets ready to need a sanitarium.

Says Dingle: "This copy tinkering is a hell of a job. I'm all wet on this copy and I know damn well I am. Now I'm gonna tell you why even if Boss and a client are here." Dingle was talking right at

me, his eagle eye fixed on old Groucho. "You always tell me this man's got to be pleased on copy." I could see from Boss' speaking countenance that he was getting sorry for Dingle's starving wife and child after Dingle got fired, and at the same time getting mad enough to make the firing job good and snappy. Dingle went on! "If you'd let me write this copy to *people* instead of to a rich man in love with the belly-wash he makes I might produce some real ads."

Dingle sat up bracing himself for the axe. He was breathing hard and making holes in the mahogany table with his finger nails. Boss bust seven or eight arteries inside him and all seemed lost. Curly looked madder'n a wasp and then he grimaced.

"Mebbe there's something in that idea. Anyhow, let's give 'er a fling. Dingle, you write what you want to write an' 'let 'er go'."

Curly wandered out of Boss's office into mine, Dingle wiped off a coupla manly tears, Boss put on that "See how I settled a delicate situation" look, swelled out his chest and I hauled out what was left of Dingle.

Curly insisted on taking Dingle and me to lunch at his own subsidized spoke and told us all the naughty things he saw in Paris, and another normal, daily agency task was accomplished.

Dingle said: "Groucho, I wish I'd known three years ago that this fellow was a good egg."

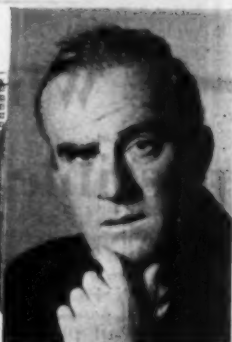
GROUCHO.

Freeman De Wolfe Joins Dunham, Younggreen, Lesan

Freeman De Wolfe has joined The Dunham, Younggreen, Lesan Company, Chicago advertising agency, as space buyer. He was formerly with Klau-Van Pietersom - Dunlap - Younggreen, Inc., Milwaukee, in a similar capacity.

Raymond J. Staley, who has been in charge of space at the Dunham, Younggreen, Lesan agency, is now in charge of office management and research.

"Listen . . . Jester Minute!"



by
Arthur "Bugs" Baer

(Humorist, New York American)

"They're calling me 'the big first and last boy of the New York American'. A habitual resident of the last page, I'm now given a minute of space on the first page, too. Pretty important when you consider that the only other twin features in the paper are the 'ears'! I used to tell O. O. McIntyre, Ted Cook and the other boys on the inside that the reader who laughs last remembers the joke the longest. Now they're asking me about the reader who'll laugh even before he starts turning the first page. Well, in the absence of proverbs to twist, all I can say is I hope he does laugh . . . The editor expects lots of him to. Glance at me some morning—Jester Minute!"

THE

NEW YORK AMERICAN

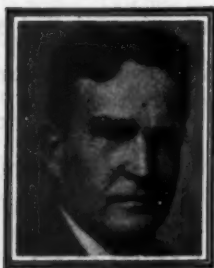
PUT YOUR MESSAGE BEFORE THE MODERNS

What do 600 possible buyers think?

WE can poll our organization in a morning or a day or overnight.

From the flappers who blow their salary on a permanent wave and tap-dancing lessons to the women who support their families; from the lad who is saving for an engagement ring to the man who is building a home—we get spot advice on what more than six hundred fairly typical consumers think of a new product, a new flavor, a new style.

These straws show the way the wind of consumer preference is blowing. And they check very accurately with more extended market surveys that sometimes follow!



BRUCE BARTON
Chairman of the Board
New York



JOHN G. ALLEN
Art Department
Buffalo

Sept.

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AcKENN
Publi

Batt

CHICAGO
PITTSBUR



DOUGLAS P. KINGSTON
Account Representative
New York



CHARLES H. BROWER
Writer
New York



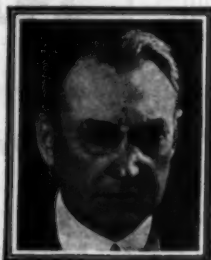
WEBSTER DAVID
Assistant Account Representative
New York



ALICE PEEK
Assistant Account Representative
New York



KENNETH O. SMITH
Publicity Department
New York



S. E. KISER
Account Representative
New York

Batten, Barton, Durstine & Osborn INCORPORATED ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building
PITTSBURGH: Grant Building • MINNEAPOLIS: Northwestern Bank Building

The Rich Milwaukee Market Is Worth Covering!

To Do It Adequately
You Must Use the
**WISCONSIN
NEWS**

Milwaukee Advertisers, Both
Local and National—Those
Who Are Located RIGHT IN
Milwaukee and Know Their
Home Market and Its News-
paper Situation Thoroughly—
Attest to This Fact Through
CONSISTENT USE

(Ask the Boone Man)

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The Exclusive Dealership Plan Loses Caste

Many Manufacturers Are Quitting It Because It Chains Advertising, and Others Wish They Could

By G. A. Nichols

THE manufacturer of a certain furniture specialty (to describe the product more accurately would be to identify the company, which is not permissible in the present discussion) has built up his business, and it is a large one, on the exclusive dealership idea. That is to say, when a dealer stocks the line in question he thereby becomes a little king over a certain amount of retail territory—sometimes a community, or again, a town or even a county.

This worked well enough until, last year, the manufacturer found himself up against a crying need for more volume. His exclusive dealers were not selling enough merchandise and he wanted a larger number of retail outlets.

"To get these outlets and this additional volume," he said in a confidential discussion with PRINTERS' INK, "we tried to cut out the exclusive arrangement and, in so trying, discovered that we did not have nearly so much to say about the conduct of our own business as we thought we had. We just can't get away from the exclusive dealership in the smaller cities and towns, and it is a hard thing to do even in the big cities; at least we think it is."

And the following is what caused him to make the remark just quoted:

A few months ago, one of the furniture chains with close to sixty-five stores offered to buy his merchandise without any of the special concessions usually de-

manded by chains. All the chain wanted was the use of his trademark and agreed to push his line exclusively.

This particular chain does not have a good name in the furniture world, being looked upon as the real old-fashioned borax type. But

so great was the manufacturer's need for volume that he was willing to take a chance. So he went personally to see his twenty-eight exclusive dealers in the towns served by the chain to see what their reaction would be. They told him emphatically that if he gave the line to "those people" they would quit him. They probably

would; and, in addition, he would be in line to get some adverse publicity through furniture organizations. Accordingly, the proposition was turned down.

"But," he says, "if this chain had had a good reputation, as some of the chains have, we doubtless would have accepted the order. We approached other chain-store systems only to find that they expect a very low price. They seem to want a discount regardless of how low the list is. We have thought some of changing our lists so we could make discounts in such cases; but that does not set well with an organization that has always maintained the same price for everybody. Of course we have a carload discount of 5 per cent, but every dealer who buys a carload gets that price."

Under the circumstances, the manufacturer sees no alternative

THE merits of the exclusive retail agency as a marketing device have frequently been questioned.

Today, as an outcome of the business developments of the current year, a number of manufacturers have become convinced that volume production, advertising and the exclusive agency idea cannot go hand in hand.

The views of some well-known manufacturers on this topic are quoted in the accompanying article.

other than to proceed with his present exclusive agency plan and favor the independent dealer. But he recognizes that he is more or less a victim of circumstances and that he is forced now to submit to an uneconomic system of doing business. He is industriously trying to find a plan which will enable him to escape from the special dealership; and when and if he finds it, nobody, anywhere, will have the exclusive right to sell his goods.

The exclusive dealership proposition is rapidly getting to be a minus quantity—at least in respect to allowing the dealer to control territory. This statement is made advisedly as the result of a cross sectional survey, during which manufacturers were invited to express their real views on the subject with the proviso that they would not be quoted in *PRINTERS' INK* or their businesses identified unless they gave written permission to the contrary. Five years ago, after a similar study, it was stated in *PRINTERS' INK* that the exclusive dealership was on the way out. It is now in order to say that this method of merchandising is, comparatively speaking, done for; it is just about through.

There are still plenty of prominent advertisers who are confining the sale of their goods to certain individual dealers. But, almost without exception, they are hunting around for a method, or even an excuse, to make their goods available to any good retailer who would like to sell them. The reason they are doing this is that they, like the furniture specialty manufacturer, are in a peculiarly inconsistent position. Through advertising they build up national acceptance for their meritorious merchandise and then find through use of the exclusive dealer plan, that they have circumscribed their selling in such a way that the acceptance can be cashed in upon only to a very limited extent.

Significantly enough, the defects in the exclusive dealership plan began to manifest themselves to many dissatisfied manufacturers when sales lagged last fall. When a merchandising plan is inherently

unsound, as this one is, it begins to show its weakness in a time of need. If the much heralded new economic era which was said to have arrived last year had not been merely an imaginary condition born under somebody's hat, the exclusive dealership might still have seemed good to many who now have either discarded it or are seeking a way of escape. But more volume is desperately needed; manufacturers singly and in chorus are ready to testify to this; and so now we have such incongruous spectacles as the fine and high class firm mentioned at the outset going so far as to flirt with the borax chain trade!

The Big Objection to the Exclusive Dealer Plan

The one big trouble with exclusive representation is that it is likely to give one dealer—and he may be inefficient at that—full control over territory that ought to be served by two or three dealers. An Illinois candy manufacturer, who does not wish to be identified, sums it up very well when he says: "We are getting away as fast as possible from the exclusive dealer arrangement in the sale of our candy line. It is indeed rare when an arrangement of this character has given us complete satisfaction. We find that merchandise placed in a number of outlets brings far better results for us than when given to one dealer exclusively."

The International Corset Company, of Aurora, Ill., maker of the "La Camille" line, has similar views.

"We are getting away from exclusive dealerships wherever it is possible," E. R. Licht, sales manager of the company, tells *PRINTERS' INK*. "It is only expected today in the smaller towns; in the larger marketing centers the dealers do not insist upon it nearly as much as in former days. In our line of business this arrangement is unsatisfactory, and not only from the standpoint of distribution. Suppose we have an exclusive dealer in a town with a sufficient outlet. Then a new buyer may take charge of the department. She may not have sold our line in the



Cut Yourself a Piece of Cake

THE Cleveland News Home Institute provides personal contact for home products advertisers with thousands of Greater Cleveland's representative homemakers.

Twice each week Ruth Merriam Wells, Institute director, shows eager audiences (like the group above) how to plan and prepare delicious and tempting dishes.

Thus News advertisers enjoy the decided advantage of having their products displayed, discussed and demonstrated before audiences receptive and responsive to branded merchandise.

You can cut yourself a piece of cake even on a bread-and-butter appropriation if you use the News. Ask for details.

THE CLEVELAND NEWS

GEO. A. McDEVITT CO.

National Representatives

store from which she came and therefore may prevail upon her superior to put in a line of corsets with which she is familiar. We have to look around and get a new account.

"We have encountered instances where a buyer whom we have been selling would take a position in another store, probably in the same town. She might want our line and send in an order. We would have to write her that we regretted we could not sell her on account of our exclusive arrangements with the other store. As time went on we might lose out with the other store due to a change of buyers, and then try to place the line with her; she would probably refuse it. When such a contingency arises with us today we weigh it very carefully and nine times out of ten we allow our line to follow the buyer to her new job. We also try to keep the other account in the store she is leaving and thus have two outlets where we formerly had only one."

Economically Unsound

If the exclusive dealership, except when applied to a limited number of specialties, is fundamentally and economically unsound, why did it get such a hold and create a condition from which so many advertisers are now trying to escape? This question is neatly answered by F. W. Miller, sales manager of Ludwig & Ludwig, drum manufacturers, Chicago.

Says Mr. Miller:

"It is easier to collect money, to get larger stock orders and to obtain co-operation from an exclusive dealer. The whole thing, therefore, resolves itself down to a single basic fundamental, that of work. It takes more work for a sales organization to sell on an open basis, and this is why some manufacturers do not sell that way. But harder work brings greater rewards."

Ludwig & Ludwig have always sold on the so-called open basis despite the fact that most firms in the musical instrument business sell through exclusive dealers. There are unmistakable indications, however, that the stand-patters in this field will soon go to the open basis

also. Ludwig & Ludwig, who are affiliated with C. G. Conn, Ltd., sell almost entirely to non-exclusive dealers, while the Leedy Manufacturing Company, another drum organization which is also allied with Conn, sells mostly on the exclusive basis. The Pan-American Band Instrument & Case Company, manufacturer of a moderately priced line of band instruments, still another Conn organization, sells entirely to non-exclusive dealers.

Pan-American has done so well with this type of distribution that there is considerable talk about opening the Conn franchise so that any reputable music dealer can sell this line of instruments. In fact, according to H. W. Schwartz, general advertising manager of the Conn company, the line is now available to several dealers in cities where a desirable exclusive dealer cannot be obtained.

It is interesting to note that while Ludwig & Ludwig and the Leedy Manufacturing Company have been doing approximately the same volume of business, the Leedy salesmen are now trying to have their goods placed through non-exclusive dealers; they say this would give them more volume.

"The drum business is really a specialized business," Mr. Miller says. "Nevertheless we decided to sell on an open basis because we wanted volume. There was less competition in the drum line, only two comparatively large firms being in that business, whereas there are about ten manufacturers of standardized lines of brass and reed instruments.

"The average dealer will not put the effort behind a specialized line which is but a small part of his retail business and one cannot blame him for his attitude. But, through the increased volume we were able to get because of our selling policy we could very handily do the pushing for him. We now invest far more in advertising, sales promotion, sales and engineering experts than could possibly be the case if our volume of sales were less.

"This problem of distribution depends entirely upon the circum-

ADVERTISERS PREFER THE REPUBLICAN IN PHOENIX

THE REPUBLICAN - 1929
12,233,704 LINES

THE REPUBLICAN - 1919
8,190,252 LINES

2nd PAPER
1919
6,377,882
LINES

2nd PAPER
1929
6,167,616
LINES

CHART

THE trend of advertisers over the last ten years to concentrate in The Arizona Republican is clearly brought out by the comparative lineage figures from 1919 to 1929.

The Arizona Republican carried in 1919, 8,190,252 lines of paid advertising; in 1929 The Republican carried 12,233,704 lines. The other Phoenix paper carried 6,377,882 lines in 1919 and 6,167,616 in 1929.

The rapid growth of Phoenix and the state of Arizona in population, income, and buying power is paralleled by the growth of The Republican. Its circulation has tripled in the last ten years; its volume of advertising has increased 49.4%.

The Republican offers contact with 88% of the readers of Phoenix newspapers in the city of Phoenix and the Phoenix trade area.

»THE«
ARIZONA REPUBLICAN
P H O E N I X

Williams, Lawrence &
Cresmer Co.

New York... 285 Madison Ave.
Chicago... 360 N. Michigan Ave.

KOTAR
INCREASINGLY
IMPORTANT IN
ARIZONA

M. C. Mogensen & Co., Inc.
San Francisco... 564 Market St.
Los Angeles... 433 S. Spring St.
Seattle... 603 Stewart St.
Portland... 60 Broadway



Liberty averages 2.4 ea

*Figures from
Daniel Starch survey.

1 1 1 1 Biggest Newsdealer Circ

2.4 readers per copy

EACH copy of Liberty is read by an average of 2.4 persons. Every week 2,749,946 men read Liberty; 3,009,389 women. Every week more than 5,750,000 persons read Liberty*.

Whole family circulation, big city markets, high buying power of its readers and low advertising rate. These are business reasons why Liberty is a good advertising medium for everything good enough to advertise to the whole family.

Liberty
of Reading for Everybody

220 E. 42nd Street, New York

Chicago: Tribune Tower

Detroit: General Motors Bldg.

Boston: 10 High Street

San Francisco: 820 Kohl Bldg.

ale Circulation of any Magazine

stances within the trade. If competition is keen and there are many in that line, the manufacturer probably will determine upon an exclusive policy as best. And even then the thing is open to question. My own idea is that a constantly increasing number of manufacturers will operate on the open basis. As industrial institutions become larger, and the trend is certainly in that direction, they need greater volume; to get that volume they must have distribution through every possible outlet.

"Some years ago when the new Patrick overcoats were extensively advertised I always wanted to buy one. Their national advertising did not give me the names or addresses of stores where the coat could be purchased; consequently I did not walk around the Chicago Loop looking for such a store. Perhaps you will say I did not want the coat badly enough; but the buyer's attitude is, and always will be, that of making the seller do the work. If nearly every store in the clothing business had had the Patrick coats I would have walked in and at least tried to buy one. This may not apply on an article such as an automobile or an expensive piano, but it certainly does apply on articles of a general nature costing \$100 or less."

Mr. Miller's analysis of the desirability of making higher-priced specialty lines exclusive seems to be borne out by the experiences of radio manufacturers.

"I am fundamentally opposed to limiting the sale of a product," says the vice-president of one of the larger radio companies. "When this company started I was the principal proponent of making it so easy for anybody to find and buy our radios that no other set could dominate so far as the distributor was concerned. But conditions are now somewhat reversed. Then the public was hot for buying almost any radio; today we must go out to the public, and we cannot get dealers to go out to the public and boost our line when they probably handle two or three other lines. Their loyalty is divided to a point that their energies are dissipated when it comes

to pushing any one line of goods."

This company therefore is going more and more after exclusive dealer representation. But it is making an application of the word "exclusive" that is considerably different from the generally accepted understanding of the term. Exclusive in this case means that the dealer cannot handle any other line of radio; it does not mean that he is going to control a certain retail territory where several dealers should be operating. The company is going to see to it that it has plenty of this exclusive representation and thus make sure that it gets the requisite volume. There is, of course, a readily recognizable difference between this form of exclusive selling and the kind we have been discussing here.

"If a man is selling Hart Schaffner & Marx clothes," the radio vice-president says, "and I go into his store at all I am a sure shot sale sooner or later. Furthermore, he can sell me five suits in a period of less than two years, so it does not matter whether he sells other brands also; he will still get a good volume on Hart Schaffner & Marx."

Radios Aren't Bought the Same Way as Clothes

"But if he sells four kinds of radio sets and I go into his store, the chances are it would never occur to me to buy a radio set at all inasmuch as I have an old battery set five years old that I think is a wow. So he has to lead me to a radio set and convince me that even though I hear music on my set, it is not the right kind of music and that I need a new set. Inasmuch as it is going to be a purchase that will last for a long time I do not buy it with the same freedom that I would in buying a suit of clothes; and if he has four kinds of sets I am confounded and will probably end up by 'thinking it over' and no sale is made."

"To give you a concrete example, in one territory we took a big dealer, a furniture man who was selling five lines of radios. His total volume of sales was good, except in our line."

, 1930

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Collier's

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**FIRST in
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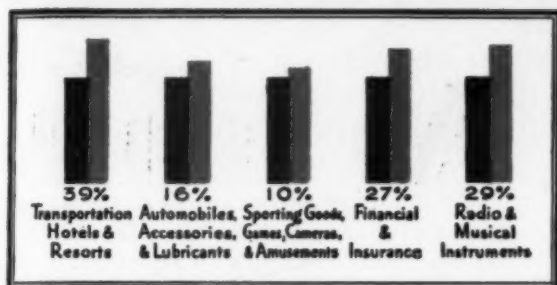
**SECOND in
volume of advertis-
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all large general
magazines . . .**

For the first 9 months of
1930, Collier's advertising
is 20% above the same
period of 1929 – and
69% above 1928 ♦ ♦

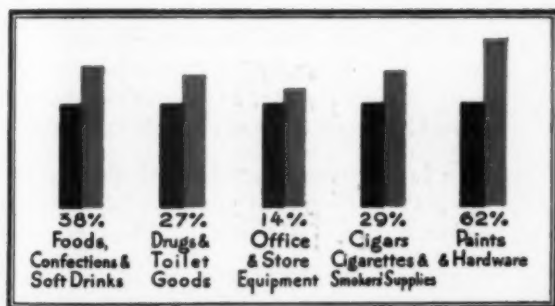


Collier's

now more than 2,000



Lineage Gains in Collier's by Industries – First 9 months of 1930 over 1929



s for Action!

2,000 paid circulation

Action

Collier's advertising lineage and revenue for the nine months ending with September is the largest for any similar period in its history.

With sales results now more than ever controlling all advertising purchases — Collier's shows a gain of 204 pages, 20%, the first nine months of 1930 over the same period last year.

This is the largest advertising gain among general magazines of large circulation.

And Collier's is now second among all general magazines in the dollar volume of advertisers' investments.

These important gains during the present business cycle reflect the selling values which advertisers are finding in Collier's — and the unusual buying activity of the Collier's market.

These increases are especially significant following Collier's record year in 1929 — which marked a gain of 45% over 1928.

"Collier's — for ACTION" is again being proved by advertisers — under the most exacting conditions.

Collier's

The National Weekly

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"Our jobber in that district brought this man to the sales school and helped him start an advertising campaign; he spent much time in reorganizing the man's sales force, the result being that the dealer, in time, gave up the other lines and devoted all his effort to our goods. Of course our jobber predicated his efforts on the dealer going exclusive; he manifestly could not afford to make such an investment in a dealer who handled four lines and who was just as likely as not to use all this knowledge in pushing some rival brand.

"But the dealer did go exclusively for us and today he is selling four times as many radios as he previously sold. I want to make it very plain, however, that when I say this dealer sells our goods exclusively I do not mean he has exclusive territory in this particular city; he is more or less surrounded by other dealers handling our line."

If the furniture specialty manufacturer mentioned in the introduction of this article had had this kind of exclusive representation he would probably not have been tempted to go along with the borax chain. Indeed, knowing his organization, product and advertising as I do, I see no reason why he could not be exclusive in just this way. His line is an unquestioned asset to any good dealer. Possibly he has not been sufficiently stiff-necked in his relations with his trade. When a manufacturer can do as the radio man has done, he is not using exclusive representation of the kind from which so many manufacturers are now trying to escape. He runs his own business, in other words, and allows nobody to tell him to whom he shall sell.

"I have always felt," says Randolph Branner, advertising manager of The Seng Company, "that an exclusive dealer arrangement should be mutual. If the dealer is relieved of competition on a line by having the exclusive sale of it, he should in turn push that line to the exclusion of competitors. Very few dealers are willing to do this. I have also felt that no line

of goods should be sold under exclusive dealer arrangement unless the line constituted a major item in the store. Nevertheless, developments in recent years have shown that even the major line does not lend itself to this kind of selling because of one or both of the limitations that have just been mentioned."

Exactly. And this is why the exclusive dealership idea is the natural foe of volume.

T. A. Morrow Joins Homer McKee Agency

T. A. Morrow, formerly vice-president of the Gold Dust Corporation, has joined The Homer McKee Company, Inc., advertising agency, as advisory merchandising counsel.

Andre de Weal and Morris Locke have joined the McKee agency as account executives. Mr. Locke will be a member of the staff of the Chicago office. Mr. de Weal will be associated with both the Chicago and New York offices.

Department Store Group to Lawrence Fertig

The Associated Merchandising Corporation, New York, an association of department stores throughout the country, has appointed The Lawrence Fertig Company, Inc., advertising agency of that city, to direct its advertising account. Newspaper campaigns will be run on Barbara Lee dresses in eighteen cities, on men's shoes in fourteen cities and on men's clothing in ten cities.

H. M. Hitchcock Appointed by Scripps-Howard

Harry Merrill Hitchcock has been appointed manager of financial advertising of the Scripps-Howard Newspapers, New York. He was, at one time, publicity manager of The Union Gas & Electric Company, Cincinnati, from which he resigned to join the editorial staff of the *PRINTERS' INK* Publications. He was formerly a member of the financial news staff of the *New York Times*.

Gates Ferguson Leaves I. T. & T.

Gates Ferguson has resigned as manager of the advertising division of the information department of the International Telephone & Telegraph Corporation, New York.

American Oil Appoints Reach Agency

The American Oil & Supply Company, Newark, N. J., has appointed Chas. Dallas Reach, advertising agency of that city, to direct its advertising account.

New Light on an Old Sales Story

The American Brown Boveri Company Finds That Everything Hasn't
Been Said about Transformers

By Harry Merrill Hitchcock

FOR years it has been a commonplace of industrial advertising that certain products, as themes for advertising, have been pretty well exhausted. And indeed it is, as the present writer can testify, as hard to find anything new to say about some of these things as it seems to be to find anything new to say about a cigarette—if not harder, because you are talking to a literal-minded and highly critical audience.

The trouble is that all the engineering problems in the making of these things, both in the design and the choice of materials, were worked out to the limit of present human knowledge many years ago. Patents, where there were any, have long since expired; shop practice and so on are standardized all through the industry. As Mr. Tennyson so beautifully put it, all can

grow the flower now, since all have got the seed. And everybody knows in his heart that there is very little difference between his flower and the other fellow's.

The ordinary "squirrel-cage" induction motor; the carbon brush; the chrome-nickel electric heating element; the transformer—all these products are not only in this class, but veteran members of it. Look over the common run of advertisements of any of these products in the electrical and other engineering publications, and you will at once be struck by the fact that almost all of them fall readily into one or the other of two classifications. They are either devoted to making a disproportionate amount of fuss about some relatively small selling point, or to saying over and over again, in some novel, amusing or otherwise extraneously interesting fashion, "we still make 'em and they're still good."

This problem is by no means confined to the electrical industry. The steel people and the brass people, and the makers of hammers and saws and darning-needles, have all encountered it as well as the cigarette manufacturers. But of all these once new and thrilling but now threatened-with-commonplace-ness products, probably the nearest to complete exhaustion as an advertising topic is the electric transformer. And that is a shame, for this squat, unpretentious and unromantic device actually has an immense and essential part to play in the daily lives of all of us—not only in industry but in the supply of electrical energy for home use.

Its humble but indispensable function is to "step up" electrical



That little dash of something

It is not certain that a dash achieves a lasting fame. Yet the experience of Alexander Sepe, chief of the Edison Club in London, has convinced him by nearly a century. It was only by paying attention to "important little things"—to that little dash of something—that Sepe made a place for himself on the pages of *Time* and obtained enviable fame.

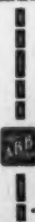
Yet Sepe, with all his skill, would have failed as a cook had he not infused something. The materials entering into any work of art must be of the best, and the precision and preparation must be worked out to the last detail of perfection.

The characteristic that distinguishes a craftsman is always the same, regardless of the work. There is always a place in the American Brown Boveri plant for men who know and respect the importance of little things.

AMERICAN BROWN BOVERI CO., INC.
CARDEN 17

AMERICAN BROWN BOVERI

Journal of the
important little things



The materials and processes entering into A. B. B. transformers have a dash of something to recommend them. All of these materials and processes have been worked out to the limit of present human knowledge many years ago. Patents, where there were any, have long since expired; shop practice and so on are standardized all through the industry. As Mr. Tennyson so beautifully put it, all can



The Keynote of the ABB Transformer Advertising Is the "Importance of the Little Things"

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Something Has Happened In PITTSBURGH

For the first eight months of 1930, the Sun-Telegraph has published **40.48% of all** display advertising carried by Pittsburgh newspapers. The other evening-Sunday paper published 41.87%; the morning paper published 17.65%. In the corresponding period of 1929, however, the other evening-Sunday paper had published 47.3% of all the total display; the Sun-Telegraph had published only 33.4%; the morning paper 19.3%. Analysis of Media Record figures show that the Sun-Telegraph has **gained** nearly a million and a half lines in total display; the other evening-Sunday paper has **lost** more than two million lines; the morning paper has **lost** more than half a million lines.

Excluding only that lineage which is distributed to only a small portion of the circulation of other evening Sunday paper. Segregated by Media Records as "Metropolitan Section Linage."

Times Have Changed in Pittsburgh

THE SUN-TELEGRAPH

Represented Nationally by Paul Block, Inc.

energy to enormously high voltages for transmission and distribution, and then "step down" that same energy to low voltages for safety in its use. Without the transformer we would find ourselves, tomorrow, half-way back to the Dark Ages. Just how many million transformers are in daily and hourly use in the United States, I don't pretend to know; but the number must be enormous.

Something New to Say

But it does its work too well. Long ago its efficiency was forced upward about as close as any human device has ever got to the theoretically possible limit. It has no moving parts to catch the eye; it just sits there, placidly approximating perfection—the joy of the engineer and the despair of the advertising man.

You can't say "Be Nonchalant" about it, because any transformer has already attained the height of nonchalance. You can't say "Not a Cough in a Carload" because nobody ever heard of a transformer coughing, anyway. What to do? What to do?

This problem was perhaps even more pressing in the case of American Brown Boveri Company, Inc., because this company is not only a comparative newcomer in the American electrical manufacturing field, but also, because of its generally known connection with a leading European engineering and manufacturing organization, it has had, in competing for American business with American firms, to prove its case to the final decimal point.

Perhaps this very need has given added zest to the search for an answer to the transformer advertising problem. At least the present series of advertisements of American Brown Boveri transformers constitute an approach to that problem strikingly different from any other I remember to have seen.

The keynote of all this company's transformer advertisements is "the importance of the little things." As one of the early pieces of copy in the series put it:

"If we were to list the 'selling points' of ABB transformers, they would all seem unimportant because each one in itself makes only a *little* difference in the ultimate performance of the transformer.

"But taken all together, these little things make all the difference between a Wedgwood plate and ordinary china."

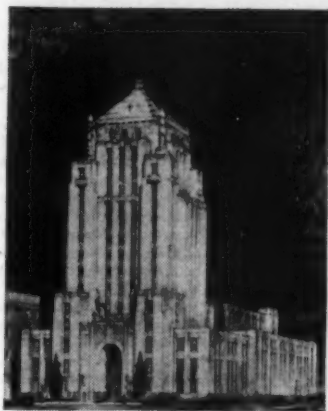
Two simultaneous pieces of research work were carried on in the preparation of this series of advertisements. First, a long array of "little things"—fine points of construction, design and shop practice, all going into the making of the transformers—obtained at first hand from the engineers and shop foremen, were carefully noted down.

Second, a list was compiled of the names of the most famous artists and craftsmen of human history, and the library was combed for accurate biographical data regarding the achievements of each in his particular field. From this list a number of names was selected, preference being given to those whose fame rested especially upon their reputation for exceptionally fine and accurate work in small details.

Such names were chosen as that of Josiah Wedgwood, founder of the famous English family of makers of fine porcelain ware; Albrecht Durer, wood-engraver of the Renaissance; Antonio Stradivarius, who made the finest violins the world has ever heard; Benvenuto Cellini and others, including several once famous but now almost forgotten, such as Wolf von Landshut, a medieval armorer known all over Europe for the excellence of his product.

Each of these men is made the subject of a single advertisement of the series, and in it his name and fame are linked appropriately with one of the "little things" that help make up the distinctiveness of the American Brown Boveri transformer sales story.


In no advertisement is the importance of any of these points exaggerated. On the contrary, each is specifically described as a "little thing." It cannot be said that the advertisement is built around an



THE TIMES-STAR'S NEW HOME TO BE ERECTED IN 1931

marks another step in the progress, growth and development of the Cincinnati market and The Times-Star. It will stand as a tribute to the confidence of Cincinnati's people and advertisers, and will reflect The Times-Star's faith in the future progress of the Cincinnati market.

THE CINCINNATI TIMES-STAR

"THE KEY  TO THE CITY"

Eastern Representative:
MARTIN L. MARSH
60 E. 42nd St.
New York City, N. Y.



Western Representative:
KELLOGG M. PATTERSON
333 North Michigan Ave.
Chicago, Illinois

THE BUSINESS WEEK

The Journal of Business News and Interpretation

September 17, 1930

Now

WAS that hard bump at the end of July, and the second bounce at the end of August, the Bottom? In six months or less we shall know whether it was: Business will determine here and now whether it is. The issue will be decided not by the answer to an academic question; but by the outcome of concrete action. Spirited and energetic effort will swing business into open water now, or leave it where it is, to sink further into the mud.

Business is merely the profitable exchange of goods and services. Tariffs, governmental policies, revolutions, natural catastrophes affect it, but they are not decisive. The decisive factors now are two.

One—the handling of credit by banking authorities—is mechanical. It governs the medium of exchange. Business at large can do nothing about that but pray for more energy, initiative, imagination, discretion in our financial leadership.

The other is psychological. It concerns the will to exchange, which depends upon the energy, initiative, insight, and foresight of the 50,000 or so individual business men who move the wheels of industry and trade. What can they do at this critical juncture? Four simple, sensible things:

First, put to work some of the corporate surpluses and idle funds that have accumulated in time deposits and even in savings banks, or borrow some of them if necessary, to replenish stocks and lay in at least a year's supplies of materials. Prices are now lowest in years, in most cases below the current or prospective cost of production. They are not likely now to go lower. If they do, any loss will be temporary, offset by rising volume of business or higher prices later. Commodity stocks look large, but are not generally excessive considering normal world requirements and current curtailment of

output. Retail stocks are below the purchasing standards as well as the purchasing power of consumers.

Second, use idle capital, or borrow it, to cut costs without reducing wages, by re-equipment and replacement of obsolescent machinery. Industrial capacity is large, but efficiency is low. Intensive cost and quality competition, at home and abroad, is inevitable, to expand market demand. Planned cost reduction without wage deflation at this stage is necessary to maintain profit margins, support high capitalization, and maintain market buying power.

Third, improve the product or reduce the price, not to under-cut the market but to pass on to the consumer part of the benefits of lower material and production costs. Standards of living are not going to be forced down or consumer psychology fundamentally altered by any depression that we have so far seen or can afford to see. Consumer purchasing power, reduced or held back, will still, and more than ever, go to the best product at the lowest price.

Fourth, use idle capital, or borrow it, to improve distribution facilities and intensify market appeal by studying consumer wants and sharp-shooting them with sustained, concentrated salesmanship. Buying power is large, but buying disposition is slack and selective. Business in the United States at 85% of normal is still greater than that in all the rest of the world together. The way to get your share of it is to call in the squads of asthmatic depression dimes and replace them with battalions of vigorous advertising dollars. The time to step out for sales is when business seems all in.

On another page of this issue we record signs that shrewd management in many lines is beginning to do these things. More must, now, if real business recovery this fall is not to go by default.

Published weekly by the McGraw-Hill Publishing Company, Inc.
 1221 Avenue of the Americas, New York, N. Y. Tel. MU 2-6000
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Managing Editor, Marc A. Ross	News Editor, Ralph B. Smith
Economist, Virgil Jordan	Art Director, Perry Gibson
Marketing, O. Fred Ross	Printer, D. B. Woodward
Assistant, E. P. Warner	Industrial Production, K. W. Sullivan
Transportation and Utilities, Cameron A. Robertson	
I. P. Chapman	F. A. Hurley
Washington, Paul Warren	E. J. Carlson
European News Director, Elbert Baldwin	Chicago, John Miller
7 Boulevard Haussmann, Paris	Cable Address: Bureau, Paris

“**Business in the United States at 85% of normal is still greater than that in all the rest of the world together. The way to get your share of it is to call in the squads of asthmatic depression dimes and replace them with battalions of vigorous advertising dollars. The time to step out for sales is when business seems all in.**”

The Business Week is attentively read by the “nees” of business—those “who move the wheels of industry and trade.” Now is the time to ask us—“Have you got ‘em?”—“Do they read it?”

essentially minor selling point. But the main point is driven home each time; that just as the superiority of each famous old-time artist was the result of the fact that he took more pains than his rivals in all of the tiny and seemingly trifling details of his work, so it is in the tiny details that casual inspection would overlook that the superiority of one transformer over others, superficially very like it, resides.

Advertising to the Workman

There are two additional points in the "follow through" of this series that are deserving of comment. One of these is the manner in which the advertisements are being used to stimulate the pride of the workmen who build the transformers, in the job they are doing.

A set of enlarged reprints of each advertisement is made, and simultaneously with its appearance in the trade publications, these reprints are posted on bulletin-boards throughout the transformer shops. The men have shown great interest in them, and can always be seen stopping to read the new one on the day it appears. What is more, a definite improvement in the quality of their work, as shown by the results of the routine inspections, is reported by the shop foremen.

After all, when a man learns that you are bragging to the whole engineering world about what a skilful and conscientious workman he is, and comparing him, by inference, with all the famous craftsmen of history, it's pretty nearly inevitable that he will stiffen his back and set out to prove more conclusively than ever that all the fine things you say about him are true.

The other "follow through" touch developed by American Brown Boveri is a new one to me; and I've been reading and writing about transformers and various other industrial products, man and boy, nigh on to—well, quite a few years.

When an American Brown Boveri transformer leaves the shop on its way to the company that has bought it and is going to install and use it, it presents a rather

peculiar appearance. For tied to it and all over it, fluttering in the breeze (if any) are about a dozen or so little white tags.

They look like shipping tags or direction tags, but they aren't. What they are is only fully revealed when the men whose job it is to set that transformer in position, connect it into its destined electrical system and put it to work, get busy on it.

They swarm all over that transformer and they tear off all those tags; but they generally stop to read the few sentences printed on each one. "One of the Important Little Things," says the headline on each tag; and then comes the message telling you about the particular "little thing" that at that point in your work is right under your hand. You may have read that same message already in one of the advertisements; but if so, you are pretty sure to read it again, and to have it register with new vigor.

The chances are, then, that a considerable number of electrical workers, linemen and line foremen and the like, all over the United States, are absorbing a pretty solid grounding in the strong points of American Brown Boveri transformer design and construction. And at the same time the men who tie those tags on are being reminded, each time they do it, of their own responsibility for those strong points. It sounds like a good idea, doesn't it?

Insurance Account to Seattle Agency

The General America Group, including the General Insurance Company of America, First National Insurance Company of America, General Casualty Company of America and the American Insurance Agency, with headquarters at Seattle, has appointed Arnold-Morgan Advertising, Inc., of that city, to direct its advertising account. Newspapers and direct mail will be used.

H. L. Miner with Dealer Advertising Corporation

H. L. Miner has joined the sales staff of the Dealer Advertising Corporation of America, Inc., at its New York office. He was formerly with the sales department of Rusling Wood, Inc.

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Using the Trade Name as a Verb

FULLER & SMITH & ROSS, INC.
CLEVELAND

Editor of PRINTERS' INK:

At present, we are in search of a list of words that might be slogans themselves or merely parts of slogans. We have reference to such words as—"Aetna-ize" as used by The Aetna Insurance Companies of Hartford, Conn., and "Austin-eering" as used by The Austin Company of Cleveland, Ohio. These words are ones which incorporate the name of the firm and some other factor of service, quality, etc. The Austin Company has linked the idea of "Engineering" with their name in the word above. It is such words as these for which we are looking at present.

FRANK J. WILSON,
Market Study Department.

WE know of no way of putting one's hands on a ready-made list of the sort requested in the above letter. We imagine a fair compilation could be made by running through a large list of current publications but that would be a rather onerous task. An easier way, although one that produces only a handful of names, is simply to dig back into one's memory.

By this procedure we are able to add to the two names given by our inquirer the word "Simoniz" used by The Simoniz Company, and "Parkerizing," used by the Parker Rust-Proof Company. There is also "Alemite-ing" used by The Alemite Corporation.

Although these may not be sufficient for our inquirer's purpose they do suffice for the purpose of enabling us to emphasize a point which these trade-marks bring up. We refer to danger inherent in this usage of a trade-mark of losing one's exclusive right to the word as a consequence of its employment by the trade and the public as a common denominator.

Take that word "Alemite-ing." The public, or at least a considerable part of it, knows that greasing a car and Alemite-ing it may be and actually are two different things. The company, in all its trade promotion, has been careful to feature Alemite-ing as a process identified with a single organization. Suppose, however, that the

company had neglected to do this. It would not be long before greasing a car and Alemite-ing it became synonymous in the public mind to the point where the public no longer expected the use of one company's materials when it requested an Alemite-ing job. Once that point is reached, trade-mark rights are seriously endangered if not irrevocably lost.

Probably one of the most important things to remember in trade-mark usage is that a trade-mark is entitled to protection only to the degree that it is identified by the public as a symbol indicating a specific source of origin. Anything an advertiser does, deliberately or otherwise, to make his mark a common denominator, damages his trade-mark rights.

This is the ever-present weakness of this plan of using the trade name as a verb. One must continually be on guard to prevent the verb from becoming a common word and it is not always an easy thing to do.—[Ed. PRINTERS' INK.]

W. R. B. Delaney with Sweetland Advertising

Walter R. Bryce Delaney has joined the staff of Sweetland Advertising, Inc., New York, direct mail. Mr. Delaney, who has recently been operating his own business as a direct-mail counselor, was formerly sales promotion manager and assistant sales manager of Canada Dry Ginger Ale, Inc., assistant vice-president of the Mavis Corporation and vice-president and sales manager of the Excelsior Brewing Company.

To Advertise III Olympic Winter Games

An advertising campaign is planned to feature the III Olympic Winter Games which will be held at Lake Placid, N. Y., in 1932. Plans for the campaign include the use of newspaper, magazine, radio, outdoor and direct-mail advertising. James F. Newcomb & Company, Inc., New York advertising agency, has been appointed to direct this advertising.

Reid Press Forms Direct Mail Division

The Reid Press, Ltd., Hamilton, Ont., has formed a new merchandising division to produce direct mail and sales promotion work. The new department will be under the direction of Edmund Ferres, formerly creative service director of Campbell-Ewald, Ltd., and R. C. Smith & Sons, advertising agencies.

A NEW PICTURE of the . . . Cincinnati Market

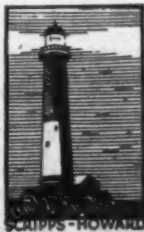
In the six years that have passed since Cincinnati gained a new deal in government, many changes have taken place. A new city has grown up on the banks of the Ohio . . . a changed city, a progressive city. And a new evaluation must be made of the Cincinnati market.

This booklet, "The City That Found Itself" tells the story of the new Cincinnati. A

POST CIRCULATION

1. City and Suburban..... 143,448
2. In the O.K. Market..... 162,222
(Cincinnati Trading Area)
3. Total Circulation 197,021

MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of MEDIA RECORDS, INC.



The Cincinnati

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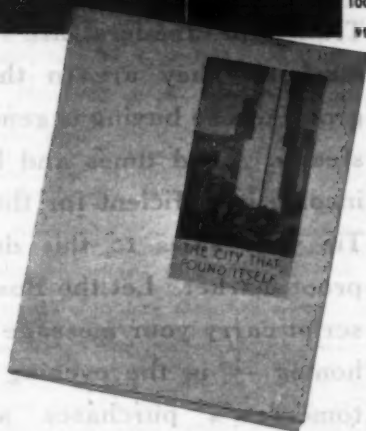
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Edited for the civic-minded influential Cincinnati, Post city and suburban circulation jumped 43% in seven and one-half years.



copy is yours
on request.

The Cincinnati Post is
part and parcel

of this new Cincinnati, reaching better than
62 per cent of the families of the Cincinnati Market . . . enough people to populate
a city the size of Columbus or Toledo.

Cincinnati Post

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA

DEPRESSION- PROOF

Transcript readers are the ideal market. They are in the income group whose buying is generous and steady. Good times and bad, their income is sufficient for their wants. Tie your sales to this depression-proof market. Let the Boston Transcript carry your message into their homes — in the evening — when tomorrow's purchases are being planned. The reader influence of this outstanding paper is admittedly unique.



BOSTON EVENING TRANSCRIPT

Highest ratio of BUYERS to readers

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles Seattle

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"Your Services Are No Longer Required"

A Sad Story with a Cheerful—Well, a Somewhat Cheerful—Ending

Fifteenth Episode

WHEN we received our salary envelopes, at three o'clock, one Saturday afternoon in October of 1892, nine of us found them to contain a notice to the effect that our services would not be required after five o'clock of that day. It was a great shock for which I was totally unprepared.

Once more I was called to the private office.

"I expect you are somewhat surprised," commented Mr. Rowell.

"It is not quite what I expected," was my response.

"You are drifting into a rut in this office," Mr. Rowell replied. "There is not enough good work to keep you developing. You have ability—get out and exercise it. In a year's time, you may come back and thank me for this discharge."

On Monday morning I saw A. Frank Richardson, who was considered one of the leading "special agents," and he put me to work at once.

At noon I went to the old office, which was just across the street, and it so happened that I met Mr. Rowell coming out of his office. It was most fortunate for me. He was glad to see me and asked solicitously as to my plans.

"Oh, I have a job," I informed him.

This is the fifteenth of a group of sixteen articles relating to George P. Rowell, the old-time advertising agent. The articles are appearing in consecutive issues. They were written by an advertising man whom Mr. Rowell employed as a boy.

"Splendid, tell me about it."

I told him I was to be advertising solicitor for "The Club," a new paper started by Mr. Richardson.

"That looks like a real opportunity; what will he pay you?"

"Twelve dollars," I answered.

"Twelve dollars? Why, we paid you \$22!"

"Yes, sir, but I could not expect to start at the same figure."

His face lit up with a kindly smile—for the first time he put his arm around me. "I was afraid you would hold out for the same salary—I have always found it better to accept a reasonable remuneration and prove oneself worthy of more, rather than to demand the highest price and prove a disappointment. Come this way."

He took me to the cashier's desk. "Mr. Wayre, give Mr. Blake \$100 and charge it to my account. There now, Frank, with the \$12 from Mr. Richardson, you will have \$37 for the next four weeks. That's more money than you ever expected, is it not? Things are not so black today as they were Saturday—they will be brighter still if you do the right thing. Please keep in touch with me."

How charmingly he impressed a truism that any youth will do well to remember.

Appoints Paul Mathewson

The Cosby Brush Company, Inc., London and New York, has appointed Paul Mathewson, Inc., New York advertising agency, to direct its advertising account. Newspapers will be used.

A New Outlet in the Making

GENERAL OUTDOOR ADVERTISING CO.
BUFFALO, N. Y.

Editor of PRINTERS' INK:

Would you please send us a list of articles that have appeared in your valuable publication dealing with the advertising and marketing problems of meat packers?

Thank you very much.

GENERAL OUTDOOR ADVERTISING CO.
ARTHUR SEBERT,
Manager.

THE meat packers have had advertising and marketing problems galore; more than their just share, perhaps. They have had the usual problems induced by changing markets, new inventions and progress in general. They have also had problems induced by legislative restrictions. Not the least of these is the Packers Consent Decree, which the packers are now trying so energetically to have set aside.

All these problems have been discussed in the PRINTERS' INK Publications and a list of references, giving the titles and dates of these articles, will gladly be sent on request.

Within recent months, however, a new problem has arisen and this may very well prove to be the biggest problem the packers have had to face. Paradoxically, this same problem may eventually prove to be the most munificent gift thus far thrown into the lap of a long-suffering industry.

We refer, of course, to frozen foods in general and frozen meats in particular. Beyond doubt, one of the industry's chief problems has centered around the perishability of the product itself and the retailer's attendant inability to keep up with merchandising progress. The new freezing processes promise to change all that.

In the first place, these processes remove, to large degree, the hazards of perishability. Second, they enable the meat market to lift itself out of the slough where it has rested for many years. They place before the meat industry its first opportunity at merchandising via the modern package and the industry has shown itself eager to

capitalize these new possibilities.

In brief, a new outlet is in the making. The butcher—a name that has always had an unpleasant connotation—will be forgotten and in his place will arise a new type of food merchant; one whose business will be frozen foods in general with meat perhaps the most important single item on the shelves.

The food industry today is presenting the merchandising world with a plethora of revolutionary trends and tendencies. It may very well be that frozen foods will work a revolution of their own in distribution that will make these other developments seem insignificant by comparison.—[Ed. PRINTERS' INK.]

Action at the Crucial Moment Stopped Wage Reductions

CLUETT, PEABODY & CO., INC.
NEW YORK, SEPT. 12, 1930.

Editor of PRINTERS' INK:

You ought to feel quite gratified at the good that has been done by your work in connection with the wage situation. I believe that a stop was put to general wage reductions by your aggressiveness.

Things look brighter, people are feeling better and business shows it already.

I enjoyed Roy Dickinson's article in last week's PRINTERS' INK ["Back to a 'Niggardly and Cheese Paring Policy'?" page 57, September 4 issue.]

I want to express my appreciation of the work that you are doing and I hope you will keep it up.

C. R. PALMER,
President.

Gunnison Elects Irvin Fuerst Vice-President

Irvin Fuerst has been elected vice-president and merchandising executive of Stanley E. Gunnison, Inc., New York advertising agency. He was for many years president of Fuerst & Kraemer, New Orleans, which merged with the Happiness Candy Stores, of which Mr. Fuerst became executive vice-president. Later he was president of Huyler's, Inc.

Delman Shoe Account to Hirshon

The advertising account of Delman, Inc., New York, shoes, has been placed with the Arthur Hirshon Company, New York advertising agency. Magazines and newspapers will be used.

Vancouver "Star" Appointment

W. R. B. D'Esterre has been appointed advertising manager of the Vancouver, B. C., Star.

Repre

71,644



Telephones

... in Greater Louisville

Approximately 80% of the families of Louisville, Kentucky—New Albany and Jeffersonville, Indiana—and their immediate suburbs enjoy the convenience of telephone service. This is but one instance which demonstrates the progressive spirit of these thriving cities, practically one—which form the nucleus for a rapidly developing market.

KENTUCKIANA—

This term designates the Greater Louisville Market which includes practically all of Kentucky and a large portion of Southern Indiana. It offers a splendid field to be cultivated in your fall advertising campaign and will yield a profitable return when cultivated thru—



THE COURIER-JOURNAL THE LOUISVILLE TIMES

Members:

Audit Bureau of Circulations
100,000 Group of American Cities

Represented Nationally by The Beckwith Special Agency

'Tis.



Of course you remember the story of the old lady who, when asked why she marked all her pies T. M., replied, it was so she could tell them apart. On one kind T. M. meant 'Tis Mince. On all others it meant 'Taint Mince.

To the inexperienced advertiser seeking the Boston market all Bostonians look alike, and look good. Three million consumers, the fourth largest American market, spending millions of dollars a year for necessities and luxuries, just like the citizens of any other great metropolis.

But Bostonians, while apparently as much alike as the old lady's good pies, are distinctly divided into two groups. Fathered by tradition, heredity and environment, one group of Boston population is as completely separate from the other group as 'Tis Mince is different from 'Taint Mince. This dual grouping must be understood and separately approached by any advertiser who wishes to sell to the entire Boston market.

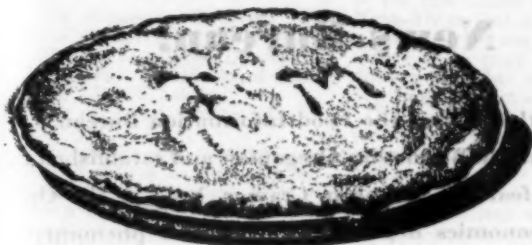
The newspapers of the Hub have long recognized this condition and aligned themselves accordingly. Each serves the

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BOSTON HERALD

'Taint



who, wh group it feels best qualified to serve to the best advantage. The
 was so sh Boston Herald-Traveler has been the champion of one of these
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 g million Group importance is unmistakably indicated by advertising
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 previous record made by any Boston newspaper. Such advertis-
 Fathers g leadership indicates that the group served by the Herald-
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Advertising representative:

GEORGE A. McDEVITT COMPANY
 50 Park Avenue, New York, N. Y.
 914 Peoples Gas Building
 Chicago, Ill.

For eight years the Herald-Traveler has been
 first in National Advertising, including all
 financial, automobile and publication adver-
 tising among Boston daily papers.



RAD

TRAVELER

Hundreds of phone calls attest the popularity of the Oregonian Mid-Week Food News Bureau!

EARLY this spring, the Food Information Bureau was enlarged in the Wednesday Oregonian and established as a regular feature. Jeannette Cramer, head of the Oregonian Economics department, reports a phenomenal response.

DIRECT PHONE CALLS ASKING FOR FOOD INFORMATION INCREASED APPROXIMATELY 275%

(Comparison is of week ending September 1, 1930 with same week 1929.)

Your food messages in the Oregonian now get this "extra attention"... first, because they are directed at the largest newspaper audience in the Pacific Northwest, and second, because that audience is **INTERESTED** in Food and in the Oregonian Food Bureau.

The Oregonian

PORTLAND, OREGON

For 30 Years, the Preferred Newspaper of Oregon People

Nationally represented by VERREE & CONKLIN, Inc.

New York
225 Madison Avenue

Chicago
333 North Michigan Ave.

Detroit
351 Lafayette Blvd.

San Francisco
Monadnock Building

A Court Interpretation of the "Printers' Ink" Model Statute

"It Serves as an Aid to Legitimate Business," Says the Court

"THIS statute imposes no hardship on the advertiser. On the contrary it serves as an aid to legitimate business."

* * *

The statute—the PRINTERS' INK Model Statute.

The speaker—Judge Donovan.

The court—the Municipal Court of the City of Toledo.

The defendant—Samuel H. Lubell.

The charge—the defendant was charged with a violation of Section 13194 of the General Code of Ohio (O. L., 103, page 43) otherwise known as the PRINTERS' INK Model Statute.

* * *

On November 29, 1929, one Samuel H. Lubell, manager of the Kennedy Furniture Company, Toledo, Ohio, was arrested on a charge of fraudulent advertising. The complaining witness was a prospective customer of the store who had responded to an advertisement which offered certain radios at a price of \$49, with a trade-in allowance of \$25 on an old radio or phonograph.

At the first trial the jury disagreed. At the second trial, the jury returned a verdict of guilty. Motion for a new trial was overruled and Lubell was fined \$25 and the costs of prosecution, amounting to \$39.70.

The complaint was received originally by the Toledo Better Business Bureau. The Bureau prepared the affidavit on which the warrant was issued and prepared all of the evidence for trial.

The decision handed down by Judge Donovan was concerned with the motion filed by the defendant for a new trial.

"In brief," said Judge Donovan, "the defendant, Lubell, is charged with having caused to be published an advertisement which contained assertions, representations and statements of fact which were untrue and deceptive. Testimony

showed that the defendant, on the morning of the day of publication, as was his custom, and within only thirty minutes before publication of the first edition of the Toledo News-Bee on that date, ordered by telephone, a certain correction or change to be made in the advertisement and that said correction or change was not made.

"It is important to note the nature of the correction or change so ordered . . . the defendant ordered a line or rule to be inserted. There was no testimony introduced to show that such a line or rule, if it had been inserted immediately below the price of \$49 and immediately above a certain list of names of well-known makes of radios appearing in the advertisement, would have effected a complete separation of this list of names from the remaining portion of the advertisement."

The contention of the defense, of course, was that the insertion of this rule or line would have clearly indicated to any reader of the advertisement that the radios listed under the line were not the radios that were on sale at the price of \$49 featured above the line. In other words, the defense contended that it was not the intention of the advertiser to mislead the public and that the effort made to have the line rule inserted was proof of this.

This brings up the entire question of the omission of the word "knowingly" from the PRINTERS' INK Model Statute. PRINTERS' INK has insisted that this word, if inserted in the statute, renders it valueless. In Ohio, the fraudulent advertising statute is the PRINTERS' INK Model Statute and therefore does not include the word "knowingly."

As a consequence, in disposing of the defendant's contention in this particular, the court ruled: "Strictly speaking, the motive or intent of the defendant, or whether

he had any particular motive, is a matter peculiarly within the knowledge of the defendant himself, and the State could not, and under this statute should not be required to prove what his intention was."

The jury, said the court, were the sole judges of the credibility of any of the witnesses. The jury returned a verdict of guilty and that was that.

"In the enactment of this statute," continued the court, "it was the evident purpose of the Legislature to protect the public against the harmful consequences of untrue and deceptive advertising of whatever kind or nature, and that its purpose might not be defeated, to require the one who offers goods for sale to the public through the medium of advertising, to see at his peril that his advertising is truthfully stated and free from deception.

"Modern business, in some lines, is prone to haste and carelessness in the preparation of advertising copy. Thus a large percentage of errors appearing in advertisements may be made without any intent to deceive, but if an advertisement on its face is deceptive, the effect on the readers of the advertisement is the same regardless of whether the error is unintentional or deliberately designed to deceive.

"The court will not say that this reasoning would always govern, as where the context of an advertisement indicates obviously and clearly that a typographical error was committed by the printer or publisher, or where a material change in the published advertisement had been made by the printer or publisher without the knowledge of the advertiser, said change thereby rendering untrue or deceptive any assertion, representation or statement of fact contained therein.

"... This statute imposes no hardship on the advertiser. On the contrary, it serves as an aid to legitimate business.

"If the advertiser complies strictly with its provisions, great benefits will accrue to him through increased public confidence. If he takes a reasonable amount of time

necessary for proper preparation, and if under the circumstances he exercises ordinary and reasonable care in checking proofs which are customarily supplied by the publisher or printer before publication, he may easily avoid not only the use of statements that are untrue or deceptive, but statements that are inaccurate or ambiguous, and in the last analysis may be deceptive.

"This statute is in the nature of a police regulation for the protection of the public. It should be so interpreted by the courts as to admit of its practical enforcement.

"Since the advertisement in the case at bar is clearly deceptive, to hold that the defendant did not cause it directly or indirectly to be published and thus permit of his escape from prosecution and punishment, would go a long way toward defeating the purpose of the law.

"... the defendant, Lubell, was and should be responsible for whatever the advertisement contained. Whether directly or indirectly, he was the prime cause of its publication, and the court so holds.

"The defendant's motion for a new trial is therefore overruled."

De Vilbiss Account to Sun Agency

The De Vilbiss Company, Toledo, Ohio, manufacturer of spray painting equipment, medicinal atomizers and perfume sprays, has appointed the Sun Advertising Company, of that city, to direct its advertising account. This appointment is effective November 1. Magazines, business papers and professional publications will be used.

Appoints Kenyon Company

M. Hoffman & Company, Boston, manufacturer of Dubble-Ware work clothes, overalls, pants and shirts, has appointed The Kenyon Company, advertising agency of that city, to direct its advertising account. A campaign featuring Dubble-Ware overalls calls for the use of New England newspapers as well as radio and outdoor advertising.

Dobbs & Company Appoint Calkins & Holden

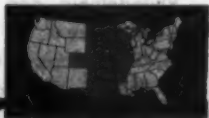
Effective November 1, Calkins & Holden, Inc., New York, will direct the advertising of Crofut & Knapp hats, also the wholesale advertising of Dobbs & Company, hat manufacturers, New York.

MIDWEST FARM FOLKS TAKE REAL VACATIONS

Out in the great Midwest where farming is the profitable industry, farm folks can afford a vacation. Not just two weeks layoff, but an honest-to-goodness vacation which includes an expensive tour.

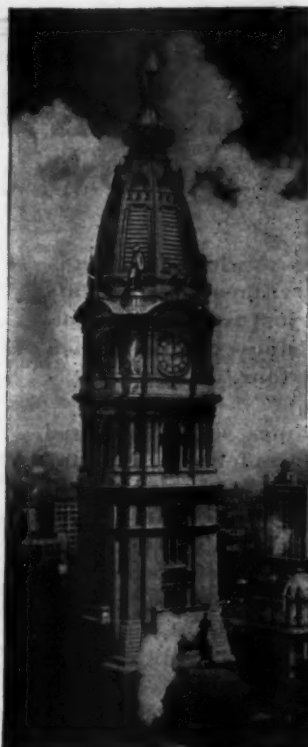
During the past summer, several hundred of these Midwestern farm folks participated in vacation tours conducted under the supervision of farm papers. The tours covered all parts of this country and Canada. And these Midwestern farm folks travel in style. The average expenditure per person was \$235. This does not include what they spent for incidentals such as clothes, luggage, etc.

It's estimated that the entire vacation expenditures of these Midwest farm folks were more than a half million dollars.



Capper's Farmer

ARTHUR CAPPER, Publisher
Topeka, Kansas



PHILA

EARN THE
ATTENTION
OF
ADVERTISERS,
TODAY

WHEN a great metropolitan market, over a long period of years, so completely accepts one newspaper that it is read in nine out of ten homes in its territory.

When retail merchants, year after year, place more individual store advertisements in that newspaper than in all others, morning and evening, daily and Sunday, combined...

Then, that market earns the attention of

manufacturers... has a particular significance for advertisers.

Philadelphia and The Evening Bulletin present an unusual merchandising opportunity, today.

A great natural market; the greatest community of home owners in America; a billion dollar volume in retail sales; diverse manufacturing which provides unusually steady employment; the greatest construction program



Within a three-hour train ride of Philadelphia, a quarter of the country's population lives. Cut distribution costs by getting closer to the consumer. Distribute from Philadelphia.

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18 jobs in one

BENDIX AVIATION CORPORATION is an important advertising account; presenting a specific problem.

There are 18 Bendix subsidiary companies. Each has its individual advertising problem. In some instances these problems overlap. Each has its autonomy; each its own sound ideas.

To handle all these, to coordinate, to preserve identities of ideas, to simplify the big physical job involved, and all the while to keep the Bendix Aviation picture in sharp relief—here was a task; challenging, relentless in its demands; calling for study, patience, imagination, unending diligence.

The machinery functions smoothly—it's become habitual. It is available for the service of others who may have advertising problems similarly complex.

Williams & Cunnyingham
Advertising



© W & C 1930

6 N. Michigan Avenue • Chicago

PHILADELPHIA • TORONTO • ROCKFORD

Old Mother Hubbard Wants Spot Delivery

Many Merchants Have Been Caught with Sadly Depleted Shelves as the Public Starts to Buy

By Roy Dickinson

THE old book doesn't tell what happened when Old Mother Hubbard found that her shelves were bare. Most probably she sent young John Hubbard out quickly to get more bones when the dog started to howl.

Today the Old Mother Hubbards of merchandising are crying aloud for spot delivery in many lines. The tremendous amount of over-caution, the less than hand-to-mouth buying that prevailed during the last spring and summer, resulted inevitably in the predictions made in these columns for the last month or more. Short stock, poor selections and incomplete sizes are now keeping retail sales volume in many lines well below the total which might have been obtained had there been more merchandise on hand. This, in turn, is retarding manufacturers' production, wholesale buying and general business recovery.

Then recently, as the public started to buy, many Old Mother Hubbards became frantic. Even some of the big chain stores were so low in men's wear, for example, that they are now suffering loss of prestige as well as sales when they should be equipping Johnny for school and getting dad ready for cooler days ahead.

The great trek back to the schoolhouse has been a factor in increased consumer demand. In many parts of the United States the kids went back last week and in other sections they are going back every Monday from now on for several weeks. As they return to their classes it is amazing how many good things they want and how difficult it is for mother to get them in good selection.

A contributor in the *Daily News Record* outlines the new situation in the textile field as he saw it on September 8 in this manner:

"It is a very much changed situation that confronts the industry at present. The demand for merchandise is vastly improved, but buyers want deliveries immediately. The market has been very thoroughly cleaned up insofar as stock goods are concerned, and there is practically nothing around.

"This, however, has no influence on the willingness to place orders ahead, except in a comparatively small number of instances. There are those, however, who are willing to give the mills three weeks, but the majority are opposed to waiting ten days. This situation is true in both the men's wear and women's wear market."

The trouble now seems to be that the frantic appeals over the telephone and by telegraph made by Old Mother Hubbard to the wholesalers and manufacturers find them unable to make the spot deliveries so badly needed. What is now happening has convinced even the most skeptical wholesalers that previous talk of bare shelves and incomplete stock in retail stores was no burst of imagination, but a serious and real situation.

Demand Doesn't Show in Statistics Yet

The evidence of consumer demand that put in its appearance during the first week in September is still too new to be shown in any of the statistics now being published. But many of my friends in the textile field, in floor coverings, in some branches of hardware and many others have told me that orders placed recently, many of them by wire, have changed their viewpoints very considerably on the outlook.

Never content to go along on a normal basis (and no real definition for "normal" seems to have been given yet) the consumers and

retailers of the country go from the extreme of caution and lack of purchasing to a rush at the counters and a wire to wholesalers and manufacturers. Starved stocks are being replenished. Retailers in some lines, and this does not include the food field, are now discovering, when they wire, that what had been over-production, has turned out to be a decided shortage of merchandise in wanted sizes and selections.

One wholesaler who couldn't see a bit of clear sky on the horizon, told me a few days ago that the average of orders for the first week in September is \$38 per unit above that of one year ago.

The change in the size of orders in the recent past is noticeable in many other lines. Even in so staple a line as chewing gum, where it might be thought general conditions had little or no bearing, the difference is felt. I couldn't think of any less logical place to look for a reversal of the too small order custom.

Yet William Wrigley, Jr., wrote me on September 8 as follows:

"As far as our business is concerned, it is very evident since September 1 that business is picking up—orders are larger and more of them."

Just a year ago now, when the children were going back to school and everybody wanted to go on from the dizzy heights to which we had climbed, orders began to drop slightly because there was plenty of merchandise and many people had begun to suspect by then that the Utopia spread out before us by rosy economists—economists who are very blue now—was not as real as they tried to prove it.

Today the situation is far different. There is money in the banks and people are taking it out to equip their kids for school, to make necessary improvements around the house, to buy new Fords, Packards, Austins, Studebakers and other cars, to replace things that are worn out and old. Normal wants are beginning to make themselves felt. The slow and gradual process of recovery from the fall from fearful heights has

definitely and constructively set in.

Many manufacturers who have received wires from retailers, and wholesalers who can scarcely believe what they now read in the way of orders from the same people who were timid and typical Old Mother Hubbards a few weeks ago, can now dust off some of their money in the bank and purchase with confidence raw materials for more production. The money actually in circulation is shown by all the charts to have increased definitely during the last six weeks. It is now made clear that the month of August showed a clear and definite halt to severe commodity price declines in many lines.

Old Mother Hubbard wants spot delivery and more complete stocks, and manufacturers who can scarcely believe it is all true are going to start giving it to them. Labor, tired of standing around outside the factory gates waiting for something to do, is eager and willing to give a better day's work than ever before for a fair day's pay.

Raw materials are down.

The combination is a winning one.

It is time also that retailers told the public that they had definitely given up the Old Mother Hubbard policy of merchandising. The text which follows is taken from an advertisement that appeared in the heart of the tall corn country. It shows how one retail furniture store—and nobody has accused the furniture business of being on the up and up—is telling its story:

AN EDITORIAL

By the

MASON FURNITURE CO.

The following news happened in Tama last week that will be of interest to the residents of this community:

"The Mason Furniture Co. recently received a carload of furniture as the first shipment of their fall stock."

For an opening shipment that doesn't sound as though business was bad, does it? No. Nationally known economists tell us that business is going to be good this fall. Of course, they may not know local conditions in Iowa, but we believe we do.

Frankly speaking we are positive that business is going to be good

LOS ANGELES
EVENING HERALD

THE LARGEST
DAILY NEWS-
PAPER IN
WESTERN
AMERICA

BOTH IN CIRCULATION
AND
VOLUME OF ADVERTISING

REPRESENTATIVES

New York
HERBERT W. MOLONEY
30 Madison Ave.

Detroit
RAY MILLER
General Motors Bldg.

Chicago
JOHN H. LEDERER
106 Madison

San Francisco
A. J. NORRIS HILL
Herald Bldg.

this fall. Although the drought has hurt the corn crop considerably, the farmers will receive a good price. The oats crop is good. Hogs are scheduled to go up during September. The farmers are feeling better and are saying so. Prices, on the average, are low. But this means one important thing—a buyer can get more for his money right now than he has been able to for the last few years.

Now is the time to buy. During the next few months you will get closer to a 100 cents on the dollar than you have for many years.

That is what has prompted us to prepare for the biggest fall business we have ever had. Our manufacturers are making more attractive and cheaper furniture than ever before. We are taking advantage of the bargains and are passing them on to you. You will be interested to know that most of our furniture is made in Iowa, bought in Iowa, and sold in Iowa.

You are interested in having an attractive home. We are able to aid you in having one. We invite you to come in and look at our furniture and radios. We will be glad to discuss methods of beautifying your home at a small cost.

Business is going to be good and we are prepared for it.

The man who sent me this advertisement a few days ago, and who is a big manufacturer of pasteurized creamed butter, tells how and why the Mason Furniture Company is doing a good job. He says: "The owner of this store is a cousin of mine and in conversation told me that the first seven months of this year were \$7,000 better than the first seven months of last year. The only reason they were was because the men had worked harder than ever before and had carried a complete line so that when a prospect walked in he didn't have to walk out because the store didn't have what the prospect wanted."

There, in simple language and to the point, is a situation which has held back business in the past. It is now on the point of being broken.

With no general and widespread reduction in wages, with men going back to work in many lines of industry to fill orders from retailers who have had bare shelves, the good old virtuous circle of more wants, more goods, more production is about ready to start on its slow and painful way. It isn't going to be a boom, but we are

going into far more normal times.

When Old Mother Hubbard starts to wire for spot delivery, the man who receives the orders can be sure that he is getting them because wants are there at the retail counters waiting to be satisfied.

We need speed now. From this point on it's no easy job for anybody. Business in the past has never got better of its own accord. It has always waited until somebody at the source began to make it better.

If manufacturers will now follow through on the tip given by the Old Mother Hubbards and begin to buy machinery, materials and the labor hours of willing workmen, we will sail from here out of the doldrums on the tried and tested breeze of complete co-operation between brains, money and labor which the business barometer indicates is so vitally necessary at this very moment.

Insurance Group Appoints Gale & Pietsch

The Chicago Board of Underwriters has appointed Gale & Pietsch, Inc., advertising agency of that city, to direct a special institutional advertising campaign supplementing the work of the National Board of Fire Underwriters. The latter campaign has recently been extended to cover every State and is also handled by Gale & Pietsch.

"Twin Shaker" Account with Milwaukee Agency

The Twin Shaker Corporation, Milwaukee, has appointed Freeze-Vogel-Crawford, Inc., advertising agency of that city, to direct its advertising account. Class publications and direct mail will be used in a campaign to advertise Twin Shaker silver and gold salt and pepper shakers.

Death of C. O. Black

Charles O. Black, president and general manager of the Pawtucket, R. I., *Times*, died at that city last week. He was fifty-nine years old. Two sons, who survive Mr. Black, are on the staff of the *Times*. Stanley O. Black is acting general manager and Milton O. Black is with the advertising department.

Death of E. G. Pierce

Erastus C. Pierce, for the last two years managing director of the Sherbrooke, Que., *Record*, died at that city recently. He was sixty years old and had been with the *Record* for twenty-seven years.

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THE BANKER IS IN YOUR PICTURE!

One of America's foremost industrialists relates an experience with a banker who was issuing new securities for his corporation.

"It sounds all right while you are talking but it looks different on paper" remarked the banker.

Cold type often lacks enthusiasm and conviction. Dull facts, without the exposition of their author often leave the banker unmoved. He has been trained to look for a "selling punch".

Many national advertisers, recognizing the need for this priceless ingredient are enthusiastic in telling their story to bankers through the pages of the *A.B.A. Journal*.

* * *

From a bank in a small city in Maryland this brief message tells a story: "I am very careful to read the copy which comes to the bank each month. All of our officers have an opportunity to read it. It is a very valuable publication and we feel it is one of our best friends."

* * *

Let one of the men listed below tell you how the *A.B.A. Journal* can be especially helpful to you during 1931.

* * *

Alden B. Baxter, Adv. Mgr.
J. Howard Snow
New York, N. Y.

Charles H. Ravell,
332 South La Salle St.,
Chicago, Ill.

Cupit & Birch,
Kohi Building,
San Francisco, Cal.

846 So. Broadway,
Los Angeles, Cal.

Four Important Days

September 29 to October 2, in Cleveland, the American Bankers Association will meet in what is probably the most important business convention of the year.

The reports of the deliberations of this convention—its opinions and its judgments—sent out through the nation, aid in crystalizing public opinion, and serve as helpful guides in business.

As there is no more important business in each community than banking—banking becomes virtually the center of all business in each community for bankers are business men—directors or directing heads of 50,000 major industries in the nation.

You may talk to these bankers—as scores of national advertisers are already doing—through the advertising pages of this, the bankers own publication.

* * *

AMERICAN BANKERS
Association
JOURNAL

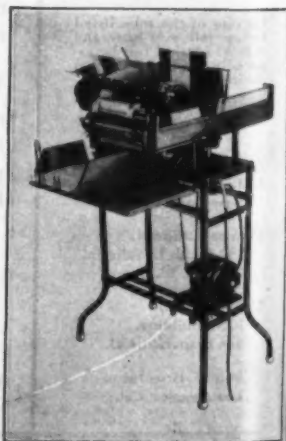
110 E. 42nd STREET NEW YORK CITY

Edited by James E. Clark

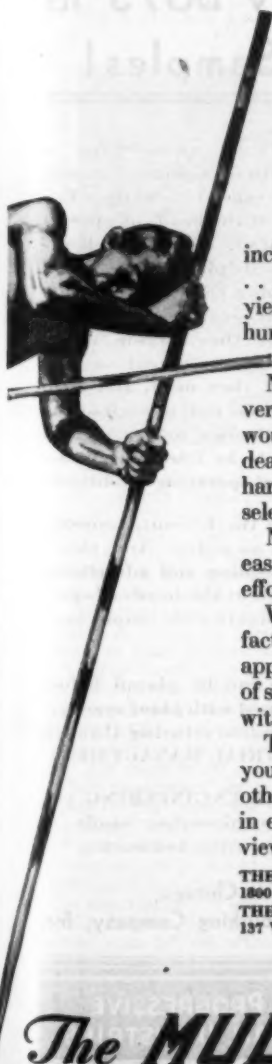


Out to **BEAT** last year's *HIGH—*

use the
extra push of a
MULTIGRAPH
CAMPAIGN



The Addressing Multigraph produces attention-getting letters at low cost because it writes the letter, fills in the name, address and salutation from the same ribbon, adds a facsimile signature, and addresses the envelope . . . all at one revolution of the drum.



IT'S the final fraction of an inch that sets a new vaulting record . . . and making the selling budget yield one or two more sales per hundred prospects often sets a new figure for the annual volume.

Many a sales promotion or advertising campaign that otherwise would have fallen short of its endeavor has cleared the bar by a handsome margin with the help of selective selling and the Multigraph.

Multigraph equipment makes it easy to concentrate the major selling effort on preferred prospects.

With the Multigraph new sales facts, new ideas, and new angles of approach can be put into the hands of salesmen, dealers, or branch offices with speed and economy.

The Multigraph representative in your city can tell you how these and other Multigraph uses have brought in extra business. Ask for an interview by phone . . . or write—

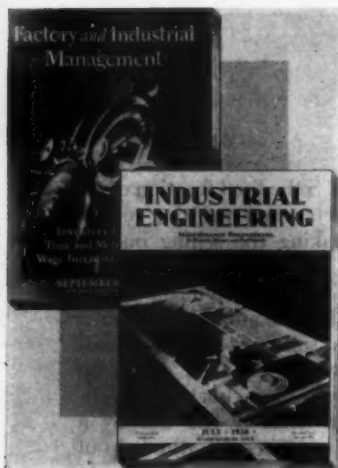
THE AMERICAN MULTIGRAPH SALES CO.
1800 East 40th Street, Cleveland, Ohio

THE MULTIGRAPH SALES CO., LIMITED
137 Wellington St., W., Toronto, Ontario

(or consult your telephone directory)

The **MULTIGRAPH**

Industry BUYS its Samples!



That's why an order for "a twelfth of a dozen," means that something's up. The men at the heads of operating staffs in large well-organized plants may need fifty or a thousand of whatever it is you're selling. But, often, they decide which type of equipment or material they need, and then order one unit of each of the best known makes of that type to be tried out under actual operating conditions.

After the try-out, someone gets an order that is an order. And that's one reason why your selling and advertising can be profitably aimed at the heads of operating staffs in these plants with ample buying power.

Your selling message can be placed before men primarily concerned with *plant management* in all lines of manufacturing through **FACTORY & INDUSTRIAL MANAGEMENT**.

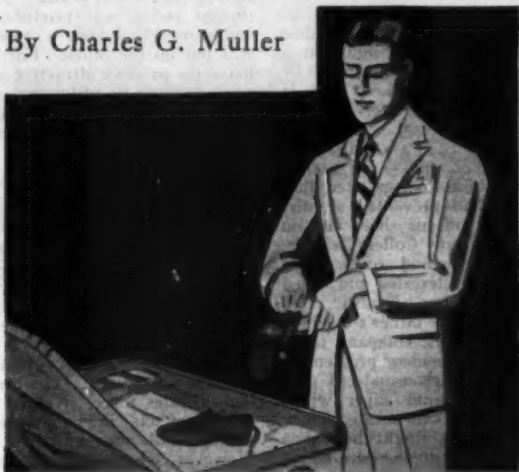
Through **INDUSTRIAL ENGINEERING** you reach maintenance engineering staffs in plants in all manufacturing industries.

Published in Chicago,
by McGraw-Hill Publishing Company, Inc.

**ECONOMICAL COVERAGE OF PROGRESSIVE
MANUFACTURING PLANTS IN ALL INDUSTRIES**

National Distribution in Two Years Without Salesmen

By Charles G. Muller



THE story of new uses for an old product seems never to grow old. Almost every day sees another company push its way up to the front in sales because alert individuals in the company found a hitherto untouched market for the long-established product.

And the story of Tec's shoe jackets, as manufactured and sold by the Knit Goods Specialty Company, of Chicopee Falls, Mass., follows the ancient but tested formula, with the addition of exclusive use of advertising to build sales which today are made to 90 per cent of the key department stores of the country. The new market has straightened out the factory's wavy sales graph that existed before advertising set out to tell of Tec's.

For years this company engaged in the manufacture of gas mantles. As the market for gas mantles shrunk, sales fell off, although the concern continued to produce a large share of current supplies because of the dropping out from time to time of competitors.

To make up for this shrinkage of the old mantle market, the com-

pany tried to fill in by making its fabric into knitted jackets for golf clubs and tennis rackets. Then, with the vogue for ping-pong, it expanded into the field of nets for this game. Too, it experimented with Christmas stockings. But several factors made these efforts unsatisfactory. For one, the company could not identify most of the products, for they reached the public under the name of the manufacturer making the fabric into final form. Also, price and service were the only two elements the company could offer against competition, and without real identity there was no assurance of the continuance of the business. Meanwhile, the sales graph waved erratically according to individual orders.

Handicapped in that it was a comparatively small concern with machinery for a definite product, it could not discard this machinery and start making entirely different merchandise. The problem here was one that is very common—a small plant with limited capital, with no sales force and without

consumer recognition. How could business be built up?

The answer had been forming for several years. For while at college, Lawrence Flint, now vice-president of the company, had found himself in need of a shoe wrap. It occurred to him that a section of the tubular net made by his father for the packing of golf clubs might be very useful. Taking a section of this fabric, he tied one end, inserted a shoe and then tied the other end. He found, when unpacking his bag later, that this jacket had prevented all dirt from getting off his shoes and on to his clean linen. College friends, noticing his method of packing shoes, became interested and asked for similar sections of fabric.

Coming into his father's business at a time when the company faced its serious development problem, it struck him that thousands of people who had found paper wrappings for shoes both unsatisfactory and inconvenient might buy shoe coverings similar to the ones which he and his friends had found suc-

cessful in keeping shoes from dirtying clothes while traveling.

It was decided to try the idea. The name Tecs was adopted—from protects and textile. An improved jacket was produced, one end being sewed while a drawstring was put on the other. Further to make the product attractive as well as to increase its utility, rayon was woven into the fabric. This not only gave the cotton material a sheen which the original jacket lacked but it enabled Tecs to be produced in many appealing color combinations. In a small way, these new shoe protectors then were sampled among friends to provide a test of consumer reaction. On the basis of a very good reception, the company finally prepared to merchandise the new product.

The question of proper marketing was a hard one. The company had no sales force. Neither did it have contacts in the trade that would handle such an item as Tecs. However, when consumer reaction had been tested, the company set

out to make for itself some personal contacts with department stores and gift shops—these two outlets appearing to be most likely. Department stores were apathetic. But gift shops saw something in the shoe jackets—if they were attractively packaged as a gift.

Accordingly, the company designed a gift package to hold one pair of Tecs.

Recognizing from its preliminary survey that its market would be limited chiefly to consumers in the higher income brackets who did considerable traveling, the company realized that unit sales per store would

60 doz in 8 months

90 pairs a month

4 pairs
a day

90 doz
a year

one individual record
of a shoe store selling Tecs

A SHOW-OFF! Yes—but pass the proof of the possibilities of Tecs.

In less than two years 150,000 pairs have been sold. This represents a profit to dealers of about \$55,000. And that is worth thinking about.

Tecs are still little jackets for packing shoes. They come in pairs, bound attractively, and retail at 75c. The factory cost is \$5.00 a dozen in less than gross lots or \$5.4 a gross in gross lots. There are three sizes—A for women's shoes, B for men's shoes, and C for very large men's shoes (11's and 12's); and six colors: navy, brown and light for dark shoes; cream, gold and green for light. Packages and half-page advertisements of Tecs are now appearing in *Faithy Fair* and in *Foggy* illustrations and favorable



editorial comments have appeared or will appear shortly in *Shutout* and *Independent*, *Baltimore*, *Good Housekeeping*, *The Women's Magazine*, *The American Home* and the *Fifth Avenue Section of Scribner's*.

Make this test in your own store. Send the coupon below for a sample order; ask each of your salespeople to carry a pair in his pocket for a day or two and show it to every customer, asking his or her opinion. As a result, you will see for yourself how easily Tecs are sold.

No customers are calling on the trade with Tecs—your order must be sent direct to the makers at Chicago Falls, Minn. Use the coupon. Mail Goods Specialty Co., Dept. B, Chicago Falls, Minn.

TECS
SMART NEW JACKETS FOR SHOES

NAME _____
ADDRESS _____
CITY _____
STATE _____
ZIP _____
MAIL TO: _____
DEPT. B, CHICAGO FALLS, MINN.

One of the Tecs Business-Paper Advertisements That Helped Get National Distribution



AN EVENT OF IMPORTANCE

Important not only to thousands of housewives of the Oakland Market, but to food distributors as well, the **TRIBUNE** annual Electric Cooking School will be held in the Oakland Civic Auditorium Theatre, November 10, 11, 12, 13, 14.

Held in conjunction with the Pacific Slope Dairy Show, this cooking school is recognized as the outstanding event of its kind in Northern California. At each session of the school, lectures will be given by recognized home economics experts. A baking contest, with valuable prizes to winners, has been arranged. Further information concerning this event may be secured from the Promotion Department.

Oakland Tribune

OAKLAND, CALIFORNIA

(Member A.B.C.; the 100,000 Group of American Cities)

National Representatives

WILLIAMS, LAWRENCE & CRESMER CO.

NEW YORK

CHICAGO

LOS ANGELES

SAN FRANCISCO



not be great enough to maintain a large sales force. This meant that four possible means of selling Tecs were left to the manufacturer:

(1) He could employ sideline salesmen and let them carry the shoe coverings as one of their many products;

(2) He could distribute through agents, sales representatives or jobbers and depend chiefly on their efforts to push his merchandise;

(3) He could advertise in consumer publications and sell by mail to customers everywhere;

(4) He could advertise in trade publications and sell by mail to stores over the country.

To find out which of these was most suitable to conditions, the company tried all for a period of three months.

Meanwhile, store tests were being run in Boston further to check up on dealer and consumer reactions, and from these tests one fact appeared clearly. That was that the 50-cent retail price which had been placed on each pair of these shoe protectors was too low. The product could not stand its share of marketing cost at that price. Too, it was felt, from the experimenting, that people who would buy Tecs would pay 75 cents for each pair. At this price the company could go confidently into marketing.

Three months of testing the four distribution possibilities for Tecs brought the answer to the company's marketing difficulties. Distribution through the first channel—sideline salesmen—proved unsuccessful. While no definite reasons could be found for the failure of this means of marketing, results showed it to be impracticable. Distribution through agents and sales representatives did not work out because Tecs were lost in a long line of other and larger products handled by the agents.

The third marketing method tested—magazine advertising to create mail sales to consumers—proved successful insofar as the company found resultant sales would carry the cost of advertising. This test helped also to convince the company of a widespread con-

sumer interest in the product. There was, however, not enough profit to justify expenses.

The fourth sales method—advertising in trade publications and filling orders direct by mail—proved to be the solution of the merchandising problem, for the first of this advertising to gift shops opened ninety-nine accounts.

For four months the company devoted itself entirely to the gift shop market. Distribution of the product through this outlet went far and fast during this early period. Then it began to slow down as the novelty of the shoe jackets wore off as a gift item. But these four months had seen a demand grow for Tecs largely because a gift of them aroused interest in new prospects and users gave them in turn to other friends—an endless chain.

Department Stores Tackled Next

As the gift shop market slowed, the company set about interesting department stores. These previously had proved apathetic. But on the strength of what advertising had done to interest the gift market, the company determined to direct intensive advertising at the department stores to rouse them out of their apathy. The first effort was made during two months in the spring of 1929, a period less likely to be fruitful for such merchandise than the Christmas selling period. The thought was that if department store interest in the New York style centers could be created then, other stores would become interested in time for the next gift season.

This is what happened. Trade advertising told the story to the stores, and all but one of the leading New York establishments bought as a result of that advertising. Then consumer advertising was run, and the first of this advertising sold out all the Tecs stock in all of these stores.

Returns from this advertising were widely ramified. For not only did leading stores wake to the possibilities of this new product, but the advertising brought inquiries from key stores all over

THE 7-MONTH LINAGE RECORD

... for SEATTLE newspapers

(January 1 to July 31, Inclusive)

De Lisser Figures

THE SEATTLE DAILY TIMES

(Home-owned: Evening and Sunday)

9,294,704 Net Paid Lines

THE SEATTLE POST-INTELLIGENCER

(Hearst: Morning and Sunday)

5,389,755 Net Paid Lines

THE SEATTLE STAR

(Scripps: Evening)

3,879,467 Net Paid Lines

For the 7-Month Period, The Seattle Times leads its field in Local Display, National Display and Classified Advertising Linage, and specifically, in the following display classifications:

Amusements
Automobiles
Auto Accessories
Beverages
Department Stores
Men's Clothing
Women's Wear

Electrical Appliances
Financial
Food
Furniture
Hotels, Resorts
Insurance
Jewelry

Drug Stores
Medicines
Radio
Real Estate
Transportation
Shoes
Miscellaneous

THE SEATTLE DAILY TIMES

O'MARA & ORMSBEE, Inc., National Representatives

New York

Detroit

Chicago

San Francisco

Los Angeles

FROM THE MERGER OF TWO COMES A NEW



ABC
ABP

THE nation's builders, with all their buying power, are now concentrated in the complete circulation of this one influential medium which combines all the subscribers of two leading building publications, giving effective, countrywide coverage of the building industry.

The new merged publication will make its first appearance with the October, 1930, issue under the name "AMERICAN BUILDER AND BUILDING AGE." More than 100,000 copies will be distributed to subscribers of both AMERICAN BUILDER and BUILDING AGE.

AMERICAN BUILDER

Washington - - 105 W. Adams St., Chicago

A SIMMONS-BOARDMAN PUBLICATION

OF TWO LEADING PUBLICATIONS ES A NEW MASTER BUILDING MEDIUM

COMBINING THE CIRCULATION AND PRESTIGE OF THE TWO FOREMOST BUILDING PUBLICATIONS AND PROVIDING, FOR THE FIRST TIME, A SINGLE, POWERFUL MEDIUM FOR REACHING THE MEN WHO SELECT AND PURCHASE BUILDING MATERIALS, PRODUCTS AND EQUIPMENT FOR THE NATION'S CONSTRUCTION.



In its attractive appearance, the new publication will express the beauty of building and design and the manner in which its editorial content will embrace the manifold phases of the building industry will make it the authority for builders throughout the country.

Informative . . . attractive . . . authoritative . . . supreme in its influence . . . the "AMERICAN BUILDER AND BUILDING AGE" now affords building product advertisers one single, effective approach to the nation's contractors, builders, developers and building material dealers—the men whose approval must be won in the sale of any building product.

OLDER AND BUILDING AGE

Chicago 10 Church St., New York - - San Francisco

MEMBER NATIONAL SHELTER GROUP

**SOUTHERN
AUTOMOTIVE
DEALER**

14,489 A. B. C.
circulation in
sixteen Southern
States

**SOUTHERN
AUTOMOTIVE
JOURNAL**

**SOUTHWESTERN
AUTOMOTIVE
JOURNAL**

10,034 net paid cir-
culation in seven
Southwestern
States

combining Southern Automotive
Dealer and Southwestern Auto-
motive Journal with a most inten-
sive coverage throughout nineteen
Southern States

Quickly grasped by **AUTOMOTIVE ADVERTISERS**

Automotive advertisers were quick to appreciate the service offered by combining Southern Automotive Dealer and Southwestern Automotive Journal into ONE great publication with a most intensive coverage of all branches of the automotive industry throughout the nineteen Southern States . . . a coverage at a most economical rate.

The first issue, dated September, contains more than 100 pages of advertising.

To anyone interested in the South's already great and fast growing automotive market, Southern Automotive Journal offers a golden opportunity.

Write for rate card and exceptionally interesting facts.

SOUTHERN AUTOMOTIVE JOURNAL

Member A. B. C.

Published by

W. R. C. SMITH PUBLISHING CO., GRANT BLDG., ATLANTA

the country as well as actual orders from shops which did not ask to see samples. In addition, because individual consumer sales went as high as twenty-four to thirty-six pairs, the idea developed of unit sales of Tecs in varied colors which would enable the user to identify many different pairs of shoes without removing the coverings. And the company also found that its product could be sold in five or six store departments. Men's and women's shoe sections, luggage, gift, notions, bridge, and sometimes hosiery departments all could handle these shoe protectors profitably.

As a result of the success of this campaign, the company began efforts on key stores over the country. Advertising was merchandised direct by mail, and more advertising was used to reach these stores. In the fall of 1929 a page and a half was taken in one of the consumer style magazines widely read by buyers and retailers, to list the names of dealers handling Tecs. This previously had been merchandised, and in December the advertisement appeared telling consumers about the product and giving the names of large stores all over the country where the merchandise might be had.

The net of this advertising program that had started in a small way with gift shops and carried on to department stores was the opening of many new dealers and sales of Tecs in quantity lots instead of in small amounts. This 1929 Christmas campaign oversold factory production.

During the last year the company has continued generally along these lines. Last spring it shifted to small space mail-order type consumer copy to capitalize travel months and, by sales direct to consumers, to widen distribution by the same word-of-mouth advertising which proved so successful in original gift shop sales. In the spring of 1930 the company also continued to merchandise through consumer magazines read by department store stylists and buyers, so as to increase such store distribution.

This fall, it is planned, advertising will be extended to travel,

theater, and some mass publications for the purpose of seeing how far down into the consumer market Tecs can be carried. Small space will be used in this experiment.

Meanwhile, steady direct mail has been going to stores, stressing the importance of these shoe jackets as small display items with fast turnover and good profit. And direct work is going on among manufacturers of original equipment. Already some luggage makers have put Tecs into their bags, and, as these jackets come in three sizes to cover the range of men's and women's shoes, advertising which featured the shoes of certain manufacturers has been merchandised to these producers to interest them in a plan of selling their high-grade shoes already wrapped in these jackets.

The entire selling job for this product, conceived as a new use of fabric made by a gas mantle manufacturer, has been done by advertising. Orders, reorders, display and national distribution—all have been developed by advertising in two years and on a limited appropriation.

According to Mr. Flint, this advertising has been sharp and hard, for the company appreciated that, if successful, Tecs would meet with competition. This competition has appeared, with similar products being undersold as to price, being distributed as sidelines, and being distributed via jobbers.

Yet advertising is meeting all these problems. Tecs' sales for the first six months of 1930 were three times the sales of the same 1929 period, national distribution now has been achieved in 90 per cent of the country's key department stores, and the new product embodying a new use for an old fabric has ironed out the company's sales graph.

Tobacco By-Products Account to Toledo Agency

The Tobacco By-Products & Chemical Corporation, Louisville, Ky., manufacturer of Black Leaf 40, Nico-Pume, and other nicotine products, has placed its advertising account with the Campbell-Sanford Advertising Company, Toledo, Ohio. Magazines, farm papers, and trade publications will be used.

Has Business Turned the Corner?

There Are Signs Indicating That Industrial Activity Is Increasing

By Col. Leonard P. Ayres

Vice-President, The Cleveland Trust Company

BUSINESS appears to be turning the corner, and industrial activity seems to be increasing. Nevertheless, the processes of improvement are not yet so definite as to justify confidence in their durability.

They have been demonstrably under way in recent weeks, and some of them have been more than merely seasonal. The lowest point in the business depression so far appears to have been reached at the end of July.

Since the first week of August industrial activity in some of the most important of the basic lines has been increasing, and to a degree which justifies the hope, but not the conviction, that the lowest point of the depression has been reached and left behind.

The diagram on this page shows the weekly variations during 1929 and 1930 in the records of production of six fundamental industries, and at the bottom a combination of these six into a single weekly index of industrial activity. In each case the silhouette represents from week to week

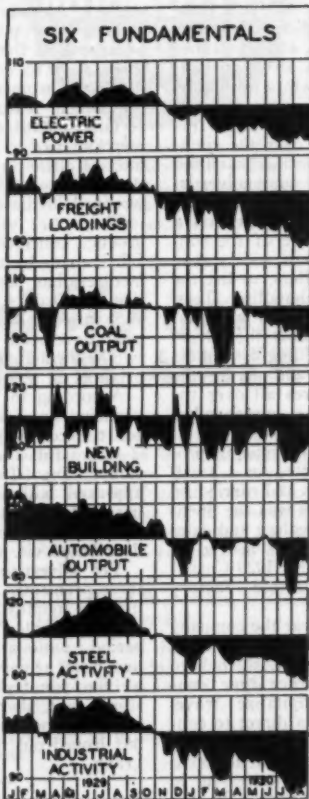
the percentages by which the output of the industry has risen above its computed long-term normal level, or fallen below it, and the

lowest silhouette does this for the six combined. In each case allowance and correction have been made for the regular seasonal increases or decreases that are normally to be expected.

The output of electric power seems to have been almost stabilized since the beginning of July. The second silhouette represents the loadings of freight on the railroads, and reflects perhaps more reliably than any of the others the changes in the volume of business activity under way. It reached its low point in the second week of August, and its advance since then has kept pace with the normal seasonable increase.

The third diagram represents the production of bituminous coal,

on which industry, transportation, and the utilities depend for power. It is characteristically irregular in its variations and it had been declining almost steadily since early April, but from the second week in August it has moved up.



Reprinted from The Cleveland Trust Company Business Bulletin.

Building construction has been below normal during most of last year, and nearly all of this year. It reached its lowest point in the first week of August, and since then has made a vigorous advance. It is of special significance as an indicator of business conditions. Automobile output declined almost steadily from its extreme highs of the early part of last year to a low point at the end of the year, and then after a moderate recovery to another and extreme low at the end of July. Since then it has more than doubled, and seems to be about holding its gains.

Steel output is of basic importance in almost all forms of manufacturing, construction and transportation. Activity in the industry has been greatly aided this year by the record-breaking activity in the building of new pipe lines, but nevertheless it declined almost continuously from the last of April to late in August. Since then it has reversed its direction and advanced. If this increasing trend continues it will constitute persuasive evidence of an advance to better times.

The combination of the six sets of records into a single weekly index of industrial activity is represented by the lowest of the seven silhouettes, which was at a level about 7 per cent above normal last summer, fell to about 10 per cent below last March, and then after a fair recovery declined rapidly to about 14 per cent below by the end of July. Since then it has been making a slow advance.

Increased output in some of the fundamental lines of productive industry appears to give evidence that a turn is in the making. Moreover, other economic indicators are acting as they have in past cycles when depression was giving way to the beginnings of recovery.

The decline of business has lasted more than a year. Bond prices have been rising for a good many months. Drives against stock prices fail to gather much headway. The long decline in commodity prices appears to have been checked, both here and in some foreign countries. This may be a real turn.

Sinclair to Start Larger Campaign

The Sinclair Refining Company, principal domestic marketing subsidiary of the Sinclair Consolidated Oil Corporation, will start its largest advertising campaign the latter part of this month. The campaign will feature the company's new slogan, "Mellowed a hundred million years." While this slogan will be used exclusively in connection with the promotion of Mobiline, the company's Pennsylvania motor oil, the campaign will be broadened to include several other products.

This campaign will mark the first time that the Sinclair company has made a strong drive on Mobiline which has been manufactured and sold in limited quantities since 1905. In the first series of advertisements, which will begin to appear in rotogravure sections of newspapers on September 21 and in news sections four days later, photographs of prehistoric monsters modeled from exhibits in museums will be used to illustrate the great age of the Bradford-Alleghany crude which is used in the manufacture of Mobiline.

The schedule will use 150 newspapers in the larger cities throughout the Sinclair marketing area east of the Rocky Mountains. Five magazines and radio broadcasting over sixteen stations are also on the schedule.

Ralph H. Jones Agency Adds to Staff

J. Hamilton Scranton, Foster M. Johnson and Curtiss S. Johnson, recently with The Manternach Company, Hartford, Conn., advertising agency, have joined the staff of The Ralph H. Jones Company, advertising agency, as members of its new Hartford office.

Mr. Scranton was vice-president of the Manternach agency. Curtiss S. Johnson was formerly advertising manager of Manning, Bowman & Company, Meriden. Foster M. Johnson was formerly a joint owner of the Johnson, Twin Miller Company, also of Meriden.

Modern Magazines Appoint G. A. Woodward

George A. Woodward has been appointed Eastern advertising manager of Modern Magazines, published by the Syndicate Publishing Company, New York. He was formerly Eastern advertising manager of *True Story Magazine*. Recently he has been advertising manager of the Tower Magazines. Modern Magazines consist of *The Modern Screen Magazine* and *The Modern Love Magazine*, which are to be sold only in the stores of S. H. Kress & Company and the S. S. Kresge Company.

George Hall Joins Hanff-Metzger

George Hall, formerly art director of Young & McCallister, Los Angeles, has joined Hanff-Metzger of California, Ltd., Los Angeles, as art director.

The Reference Value of "Printers' Ink"

IVER JOHNSON'S ARMS & CYCLE
WORKS

FITCHBURG, MASS.

Editor of PRINTERS' INK:

I thank you for your letter of September 10th with a list of the collection letters mentioned in the last issue of PRINTERS' INK MONTHLY.

This would not be of any use to me because after I look over the Weekly and Monthly publications of your book they are either passed along or else destroyed, for the reason that I take so many magazines I would have to get a special storehouse to keep them in. My experience has been that that's about all it amounts to in saving publications—just piling them up for dust to accumulate on. I imagine this is the experience of most everyone, but probably the exception might be in law books, but I have seen pretty heavy deposits of dust on some of these, as well.

I wonder how many people who answer your advertisement and get your reply really can make use of the information so far as digging out the publications, as I notice some of them go back to 1924?

FRANK I. CLARK,
Sales Manager.

MR. CLARK'S letter brings up a point which we have frequently stressed to our readers. There is nothing ephemeral about an issue of PRINTERS' INK or PRINTERS' INK MONTHLY. Because of the fact that these publications always strive to keep their readers in touch with current developments and future trends in marketing, their articles form admirable material for case books on marketing. Thousands of our subscribers, realizing the truth of this statement, preserve complete files of the PRINTERS' INK Publications extending back many years.

The Frank Presbrey Company and N. W. Ayer & Son, Inc., for instance, have bound volumes of PRINTERS' INK covering a period of forty-two years, while the files maintained by the D'Arcy Advertising company and the J. Walter Thompson Company cover periods of twenty-two and twenty years respectively. Many other advertising agencies possess complete sets of bound volumes which go back ten, fifteen or twenty years.

Nor are manufacturers any less appreciative of the great value of PRINTERS' INK as a business case book. The Upson Company's file is complete for thirty years, the General Electric Company's file for seventeen years, and The Beech-Nut Packing Company for sixteen years. These are but three names picked from a list showing manufacturers whose files have been kept complete for ten years or more. In addition to advertising agencies and manufacturers there are many individual subscribers who preserve their copies for reference.

There are several methods of maintaining a permanent file of the PRINTERS' INK Publications. The first is to have bound copies of both publications. When copies are bound they are not likely to be lost or mutilated.

A second method of maintaining files is to keep special binders which we offer to our readers at cost price. To date we have sold to our subscribers 11,067 binders for PRINTERS' INK and 648 binders for PRINTERS' INK MONTHLY. Many readers who do not have bound volumes keep their copies intact by the use of these binders.

A third method is to store the copies on shelves. This is not so efficient as the other methods but it is surprising how many of our readers have been able to keep fairly complete files of our publications by this method.

The reader with a good file of the PRINTERS' INK Publications is fitted to take full advantage of our service to subscribers. We are continually getting requests for lists of articles concerning all phases of advertising and merchandising and we are only too pleased to furnish such lists to any of our readers.

These reference lists are prepared from a card index covering everything that appears editorially in our publications. This index, which has been maintained since 1911, contains more than 365,000 reference cards and articles are filed under 2,000 subject headings. For the first eight months of this year we have answered 10,217 re-

Already Ahead of 1929

¶ Already this year The Burroughs Clearing House has carried more financial advertising than it carried in the entire twelve months of 1929.

¶ This swing to The Burroughs Clearing House by financial advertisers is significant because advertising managers of financial institutions know which publications are read with the greatest interest by executives in their field.

The Burroughs Clearing House

SECOND BOULEVARD AT BURROUGHS AVENUE, DETROIT



Doesn't self-respect tell you "Refuse Substitutes"?



YOU know what you want when you go to the store. Almost always, you know the advertised name.

You know what that name means, by past experience or because you have read the statements of the maker in newspapers and magazines.

What reason, then, has anyone to sell you something else—something offered as "just as good"—something with an unknown name and unknown quality?

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Yet, if you do not watch, certain dealers will try it.

If you respect your own opinion, you will tell them gently and firmly, "No."

There is no advantage to you in buying an unknown article—even at a "bargain price"—because you have no way of judging its quality.

The dealer who attempts to sell such goods, does so simply because he hopes to gain an advantage in price or profit over other dealers who serve you with articles of standard quality, known to you by name.

Refuse substitutes; insist upon the advertised brand every time.

The publications in which you read about advertised articles insist upon knowing that all advertising statements are correct.

More than this, the manufacturer who seeks your good will through the printed pages knows that what he sells must give satisfaction—when he advertises, his whole hope of success is based upon winning and holding the good will of you and thousands of others like you.

PICTORIAL REVIEW believes that unknown substitutes rarely offer quality and purity as certain as you will find in known and advertised goods.

Because of this fact—because of a sincere desire to say a word for those stores which offer you articles of known quality—because PICTORIAL REVIEW wants to reach even more than the two and a half million families who are its regular readers—this frank discussion is published here.

Q. Refuse substitutes; buy the advertised brand every time!

Q. One of a series of advertisements—full pages—metropolitan newspapers—published by PICTORIAL REVIEW in the interests of advertised merchandise.

quests for information and in 1929 we answered a total of 14,644 inquiries.

The list to which Mr. Clark refers was mentioned in an advertisement in the September **PRINTERS' INK MONTHLY**. To date we have received 212 requests for this reference list. For several years in the **MONTHLY** we have been offering selected references to articles on various advertising and merchandising subjects and have had many hundreds of requests for such index lists which give the dates of issue and the titles of the articles. The majority of these come from readers who maintain or have access to complete files.

Frequent letters of thanks received from these inquirers show how thoroughly they appreciate this service. They find, as so many readers have found, that articles published five or even ten years ago often are as valuable today as when they were written.—[Ed. **PRINTERS' INK**.]

St. Louis Sales Managers to Meet

The Sales Managers Bureau of the St. Louis Chamber of Commerce will resume its regular weekly meetings for the coming season on September 19. The meetings will be held at the Hotel Jefferson. The speaker at the first meeting will be J. C. Altrock, in charge of sales of the Fuller Brush Company, Hartford, Conn., who will speak on "The Ship in Salesmanship."

R. S. Sterling, Nominee for Governor of Texas

Ross S. Sterling, chairman of the board of the Houston Printing Company, Inc., publisher of the Houston, Tex., *Post-Dispatch*, is the Democratic nominee for Governor of the State of Texas. Former Governor W. P. Hobby is president of the company.

New Account for Albert L. Lauer Agency

The Triple-A Specialty Company, Chicago, manufacturer of battery and ignition cable, has appointed Albert L. Lauer, Inc., advertising agency of that city, to direct its advertising account.

Death of E. D. Cahill

Edwin D. Cahill, president of Hamilton Herald, Ltd., publisher of the Hamilton, Ont., *Herald*, died at that city on September 11. He was seventy-two years old.

Directory Publishers' Group Re-elects Officers

The following officers were re-elected at the annual convention of the Association of North American Directory Publishers held recently at Detroit: President, H. A. Manning, H. A. Manning Company, Springfield, Mass.; first vice-president, J. L. Hill, Jr., H. L. Polk & Company; second vice-president, G. A. Anderson, Might Directories, Ltd., Montreal; third vice-president, A. J. Vernon, Vernon Directories, Ltd., Hamilton, Ont.; fourth vice-president, H. J. Farnham, Price & Lee Company, New Haven, and secretary-treasurer, E. J. Loranger, R. L. Polk & Company. New York was selected as the 1931 convention city.

Plans were perfected at the convention for extending the work of publishing city maps and guides as a definite part of the directory business. These guides will be published under the name "Arrow" in a standardized design and make-up. The convention also adopted a revision of the standard business classification manual which will make the lists more available for direct-mail use. Changes in nomenclature, it was decided, were also necessary as old names for certain classes of business have given way to new designations.

Newell C. Kingsbury Appointments

F. Conrad Campbell, formerly vice-president of Charles A. Weeks & Company, Inc., New York, has joined Newell C. Kingsbury & Company, Inc., New York, sales promotion and merchandising, as chief account representative.

Howard C. Haupt, secretary of Newell C. Kingsbury & Company, Inc., has been elected vice-president.

F. R. Johnstone Joins Frazee Agency

Fitzhugh R. Johnstone, formerly sales manager of the Marinello Company, New York, has joined Harold D. Frazee & Company, advertising agency of that city, as an account executive. He was at one time sales promotion manager of the Melba Manufacturing Company, Chicago.

A. F. Chapin Starts Own Business

Arthur F. Chapin, formerly for five years with the Eastern office of *Woman's World*, and at one time with the Boston *Herald*, has opened offices at 950 Park Square Building, Boston, as representative of *The Review of Reviews* and *The Golden Book Magazine*, New York, and *Polo*, Chicago.

Cowan & Prindle Changes Name

Cowan & Prindle, Inc., New York advertising agency, has changed its name to the H. J. Cowan Company, Inc.

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Inc.



OUTLOOK *and Independent*

ANNOUNCING

an Important New Serial

BEGINNING

OCTOBER 1st

•

"The Dry Decade"

by Charles Merz

•

Reports for the first time authentically and completely what has happened in the United States since the 18th Amendment and the Volstead Act. *Outlook's High Reader Interest* is dramatically continued by such material as this.

AVERAGE NET PAID JUNE, 1930

85,536

5.1% GAIN OVER DEC. 1929

It's Beginning to

▶▶ That the *Outlook* and its staff have been "putting it all back up." There has been a 50% increase in circulation in the past six months.

▶▶ The *Outlook* has been re-organized, firmly re-established, and is now in a position of reaching a larger audience.

▶▶ A recent increase in subscribers of the *Outlook* and its staff has led to a group of men and women who have the economic and want.

▶▶ *Outlook* and its staff are now minded and vigorous people and its original, state-of-the-art temporary life. It is well read intelligent artists.

==

We shall be pleased to send you a complete reprint of the first installment of "The Dry Decade," our important new serial by Charles Merz, author of "The Great American Bandwagon" and "And Then Came Ford." Simply write Advertising Dept., The Outlook Company, 120 East 16th St., New York City.

OUT

ngto Percolate—

the *Outlook and Independent* is on the “up and
e has in a 5.1% growth of circulation in the
nths.

Outlook and Independent, est. 1869, now reorgan-
re-established and secure, shows every indica-
hing centennial in 1969.

ent independent survey (May 1930) of the sub-
the *Outlook and Independent* shows them to be
men and women in the upper levels of society,
ne economic ability to buy whatever they need

Outlook and Independent subscribers are alert, open-
vigor people. They approve of the *Outlook*
inal, rate and searching treatment of con-
life. A well-informed influential group will
gent advertising.

OUTLOOK

\$3900 Will Buy

thirteen pages in *Outlook*, (**first**) with greater visibility, (**second**) with higher quality readers, and (**third**) with a well-balanced and high rated distribution, as checked by the new H. K. McCann *General Market Index*. Our nearest representative, listed below, will gladly give you further information.

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OUTLOOK *and Independent*

PUBLICATION OFFICE :: 120 EAST 16TH ST. :: NEW YORK

NEW YORK

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Telephone
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881 First Nat'l Bank Bldg.

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SEATTLE

Blanchard-Nichols-Coleman
1087 Henry Bldg.

ATLANTA

Blanchard-Nichols-Coleman
408 Grant Bldg.

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An Advertiser Reviews Bankers' Attitude Toward Advertising

Their Readjusted Point of View Is But One Reaction to Effects That Changes in Distribution Are Having on Business

By Ralph Starr Butler

Vice-President, General Foods Corporation

FOR a great many years manufacturers and distributors have been increasingly conscious of the opportunity that advertising offered to entrench themselves and their products in the good-will of the American public and to build a new type of asset.

This asset, although it could never be reflected properly in the balance sheet, has come to be the most important value behind the securities of a great many business enterprises. The older type of consolidation was largely a consolidation of raw materials, of factories, of purchasing power, of producing ability, and of other tangible assets which could reasonably be pictured in a financial statement.

Financial interests, accustomed largely to dealing with tangibles, participated in the older form of consolidation without any necessary readjustment of their point of view with regard to the factors that make for business success. The new type of consolidation, on the other hand, is usually a consolidation of earning power, and earning power involves many factors that cannot always be properly evaluated by those whose experience and whose training have not paralleled the recent changes in the industrial point of view.

For many years, banking interests were not always sympathetic toward the extensive use of business funds for purposes of publicity. This was wholly natural. The public demands of the banker a conservative point of view. In the investment of the community funds that are entrusted to him he must hew closely to the line of caution, and he must by no means

be the first to accept, as a basis for probable industrial success, any phase of business activity which is not surrounded by a tradition of proved effectiveness in the past.

Modern advertising is still so new in its present form of application that a questioning attitude toward its legitimacy as a fundamental function in business was the natural and probably wholly appropriate point of view for financial interests to adopt. So impressive, however, have been the proofs of the power of advertising as a builder of enduring assets that modern banking organizations have abandoned their suspicion of this keen business tool and have come to realize that corporate assets based largely on public good-will are more enduring and more productive of assured profits than brick and mortar, machinery, materials, and other forms of tangible values that heretofore have been considered essential as a basis for security values.

Earning Power and the Printed Page

Earning power, which is the largest asset of the newer types of consolidation, is the result, of course, of production efficiency, but it is even more the result of a long period of open and satisfactory dealing with the public, based on the consumer's realization that he can rely on the quality and satisfactory use of the products and services which the manufacturer has persistently kept before the public through the medium of the printed page.

Advertising has been perhaps the chief factor in making possible the modern form of consolidation. Advertising has enabled the manufacturer of a quality product to give to his trade-mark national

From a speech made before the Financial Advertisers' Association which is holding its annual convention at Louisville, Ky., this week.

prominence—to build up good-will for his name and the product it represents to a degree which means continuing sales and continuing profits as long as he continues to deserve the patronage of the public. The enormous actual value of successfully advertised trade-marks and of the good-will pertaining to them, although carried on the balance sheet at a nominal figure, is the real and sound basis for past profits and for the assurance of future profits in the case of most of the recent mergers of manufacturers. Advertising then, because it has arrived at the distinction of basically influencing a new type of corporate structure, must be viewed in the future by business and by financial interests with the respect that its achievements deserve, and its rapid development must be regarded as one of the most fundamental of the many changes in the kaleidoscope of modern business.

The Future Trend of Distribution

Financial interests, manufacturing interests, distributing interests, and the public at large are, of course, keenly interested in guessing what the future trend of distribution is to be. Is the great army of independent retail merchants, who still control the bulk of retail merchandising, to increase or to decrease in numbers and importance? Is the chain store to continue its growth and to take over increasing slices of retail volume? Is the voluntary chain a permanent distributing factor, or is it merely a step toward enormous new chains with central ownership and central management? Will there be further consolidation of chains? Will some new type of retail distributor emerge from the present multitude of experiments? Will the jobber or wholesaler serve more or less effectively in the future than in the past? Will the wagon-jobber and the wagon-jobbing principle be more or less important as a distributing agency? Will the manufacturer find it necessary to go direct to the retailer, or is it even conceivable that he will develop some means of direct contact with the ultimate consumer?

These questions cannot be answered. If any manufacturer or distributor or economist believes that he knows their answers, his prophetic courage may be commendable, but he is likely to find that prophecy is as unreliable in this as in any other phase of human endeavor. The wise manufacturer will keep closely in touch with every part of the distributing machinery, he will utilize every distributing factor that offers important facilities, and he will carefully watch the trends in the trade so as to be prepared at any time to direct his procedure along lines that will protect the interests of his products and the interests of his stockholders.

One Safe Estimate of the Future

Although an attempt to foretell the future trend of distribution would be reckless, and although no manufacturer even if he felt the urge to prophecy could afford to risk an opinion, there is at least one estimate of the future that seems reasonably safe. If the past—and particularly the recent past—is at all a gauge of what is ahead of us, it seems fairly certain that in distribution as well as in manufacturing, we can look forward to an increase in the average size of the individual operating unit.

These units may take one form or another, but whatever the form, it is likely that the advantages of large-scale operation will increasingly appeal both to manufacturers and to distributors in many different fields of industry. The demand for wider utilization of consumable goods through lowered costs of production and the still more insistent demand for less expensive operation of the distributing machine form the basis for the present marked trend toward bigger business units.

Does this mean the elimination of the small enterprise? By no means.

This country is too large to be dominated by any one form of business organization. The small business will persist as long as our population includes many millions with differing tastes, preferences and temperaments, who are left

OUR FIRST RULE IS TO HIT THE EYE

Ⓐ Sophisticated languor and cultivated hauteur have no part in advertising typography here. They are as out of place as an artificial orchid in a golf jacket. We are well persuaded that even if advertising space were as vast as Nebuchadnezzar's banquet hall typography should never swap its boxing mitts for a high hat.



TYPOGRAPHERS

WHO PROVE IT WITH PROOFS

LEE & PHILLIPS, INC.

228 EAST FORTY-FIFTH STREET, NEW YORK

SUCCESSORS TO

MONTAGUE LEE CO., Inc. • FREDERIC NELSON PHILLIPS, Inc.

GRAPHIC TYPESETTING CORP. • CAXTON TYPOGRAPHERS, Inc.

free to patronize whom they choose. The opportunity for the individual to organize and to profit from a business of his own will continue as long as initiative and ambition remain in our people.

But we may have less of the marginal operators in the future than in the past. The inefficient enterprise is likely to find its career shortened, and the successful small business will be successful because it will observe and profit from the experiences of its larger colleagues.

There is no sanctity or magic about big business as such. Thus far, however, the large-scale unit has seemed best to point the way toward the goal of greater economy and efficiency, and because the reaching of that goal is essential for fundamental prosperity, we can expect the trend toward large-scale industry to be a continuing phenomenon of American business.

Miniature Golf as a Side-Line Outlet

EBERHARD FABER PENCIL CO.
BROOKLYN, N. Y.

Editor of PRINTERS' INK:

Will you please advise us where we can obtain a complete list of the Tom Thumb golf courses?

EBERHARD FABER PENCIL CO.,
J. W. DESBECKER,
Advertising Manager.

SO far as we have been able to determine, a complete list of miniature golf courses is nowhere available. As a matter of fact, it would appear to be quite impossible to compile anything resembling a complete list, in view of the mushroom growth of the sport. However, partial lists are available from some of the companies specializing in the preparation of lists.

It would seem a safe assumption that the inquiry of Eberhard Faber is based on the supposition that these miniature golf courses offer an interesting market for the sale of pencils. They do. It is customary to furnish players with score cards and pencils and the courses, therefore, represent a worth-while market for pencils.

However, there is one very important point to bear in mind when attention is focused on side-line market development. This point is concerned with the cost of developing the new outlet. In many instances, these new markets which spring up almost overnight are not so attractive, from the profit standpoint, as they appear to be at first glance.

In the first particular, there is a tendency to neglect, at least temporarily, the bread-and-butter end of the business. The new market appears to be so lucrative, it seems so fascinating, that everybody becomes enthusiastic about it—too much so. The organization, almost *en masse*, concentrates on the new outlet and as a consequence the regular and established end of the business suffers.

Second, business in this country is geared to such a high pitch that new outlets do not remain virgin territory for long. In remarkably short time there is a mad scramble for the business of the new outlet and frequently it is more bitterly fought over than is business obtained from regular markets.

Third, those who open up in these new businesses—such as miniature golf—are frequently individuals who are somewhat irresponsible, financially or otherwise. In other words, as credit risks they very often do not rank high.

For these three reasons, as well as others that might be enumerated, such as the fact that the development may be a fad that will die out as quickly as it arrived, it is best not to approach mushroom markets at all, if one cannot approach them in a sane and cautious way. More often than otherwise, these new markets boil down to still another repetition of the old saying about distant pastures looking greener. Beyond doubt, the development of such new outlets as that typified by miniature golf is a matter that is best gone about with due deliberation.—[Ed. PRINTERS' INK.

The Tartaroff Company, Chicago, manufacturer of Tartaroff, a liquid tooth-whitener, has placed its advertising account with the Levy-Myerson Agency, advertising agency of that city.

**TRY TO COVER
HUDSON COUNTY
NEW JERSEY
WITHOUT THE
Jersey Observer**

—Without The
Jersey Observer
You'll Only
Be Trying

The Jersey
Observer guar-
antees a larger
circulation
than that of
any other
Hudson
County news-
paper A. B. C.
46,529 daily

Offices

Hoboken Jersey City Union City

National Representatives

GILMAN, NICOLL & RUTHMAN

New York Boston Chicago Detroit San Francisco

...Why not tell

When the jury's picked will they be picking on you?

HAVE you ever had to face twelve of your fellow citizens while the Plaintiff's Attorney presented the Evidence from the other fellow's point of view?

True, your version of the Collision may sound perfectly plausible, but when the Law shakes its finger, the verdict may also shake the dollars out of your bank account—and the happiness out of your home! Jury awards run \$10,000, \$25,000—even \$100,000!

The Aetna Combination Automobile Insurance Policy is the most comprehensive form of automobile protection ever offered to motorists.

It protects you *all ways—always!* Includes: Public Liability, Property

Damage, Collision, Fire, Theft, Plate Glass, Explosion, Tornado, War, etc. But the special advantage of this Aetna Combination Automobile Policy is that it also includes the complete coast-to-coast service of the great Aetna family. 20,000 representatives from Maine to California. A "friend as good" whenever you may be!

The Aetna-izer in your community is a man worth knowing. Look him up to-day!

The Aetna Life Group consists of the Aetna Life Insurance Company The Aetna Casualty and Surety Company The Automobile Insurance Company The Standard Fire Insurance Company of Hartford, Connecticut.



AETNA-IZE

SEE THE AETNA-IZER IN YOUR COMMUNITY — HE IS A MAN WORTH KNOWING

HERE is a page from Aetna's new Human Interest Series now appearing in magazines, newspapers, window displays, direct-mail and sound movies.

The full story of this unique campaign will interest you. Write for it.

your story with a smile, too?

PERHAPS you are taking your public too seriously. After all, customers are just as human as you are and a smile wins many a sale. Whether you sell bonds or beans, washing machines or savings accounts, there is a *human-interest short-cut* to the buyer's pocket-book. The advertising which we prepare for the Aetna Casualty and Surety Company is a good example of our idea. Back of every smile there is a sales punch. Why not ask us for the whole story?

SAMUEL C. CROOT COMPANY, Inc.

Samuel C. Croot
Arthur R. Anderson

Advertising

Robert M. Ferns
Stanley Gibson

28 West 44th Street, New York City

Telephone BRyant 2588

Again ——— THE APPEAL PAPERS

*Carried Approximately ¾ the Total
Newspaper Lineage in Memphis*

This is the natural result of the advertiser using his best judgment in spending his advertising dollar where he is sure to get the greatest returns. During the first eight months of 1930 the business slogan has been "Make every dollar count." Give cigars or neckties to your friends but place your advertising where results are certain.

HERE ARE THE RECORDS

1930	The Commer- cial Appeal (Sunday) (Inches)	The Commer- cial Appeal (6 days) (Inches)	The Memphis Evening Appeal (Inches)	Other Afternoon Paper (Inches)
January...	24,006½	49,660½	44,911½	43,685
February..	24,640	46,767	45,012	41,821
March.....	33,415	55,949½	54,005½	49,704
April.....	29,904	55,844	55,414½	51,006½
May.....	28,240½	61,769	60,707½	60,414½
June.....	27,661	46,342½	46,149½	44,655½
July.....	29,408½	46,073	44,080½	41,597
August....	22,707	43,284	38,967½	37,323½
	211,072½	405,689½	389,948½	370,177

Of all the newspaper
advertising lineage
carried in Memphis
the first 8 months
of 1930 The Appeal
Papers carried over

73%

This record is not an
accomplishment of
magic—it is the
result of accomplish-
ments for adver-
tisers in RESULTS

*When It Is Results You Want in Memphis
and the Mid-South—It's*

THE APPEAL PAPERS

THE MEMPHIS COMMERCIAL APPEAL

"The South's Largest Newspaper"

Memphis Evening Appeal

"The South's Fastest Growing Newspaper"

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Peopl
G. C.
West
G. R.
Diane
Wald
Neism
John
D. P.
Lane
South
Jewel
Schiff
Bickf
Natio
Winn
Exchr
Kline
Feder
Ediso
Sally
B/G
M. H

Total

Safew
J. C.
S. S.
Melvi
W. T.
McLe
S. H.
G. C.
F. &

To Direct A. M. Byers Tubular Sales

M. J. Czarniecki has been appointed to the newly created position of manager of tubular sales of the A. M. Byers Company, Pittsburgh. He joined the Byers sales department in 1913, later holding the positions of Chicago and New York district manager. More recently he has been assistant general manager of sales, with headquarters at Pittsburgh.

Alton Ketchum Is Author of Book

Alton Ketchum, copy writer for the Powers-House Company, Cleveland advertising agency, is the author of a travel book entitled, "Follow the Sun," published by Farrar & Rinehart, New York. The book recounts the author's adventures during a year's wanderings in Europe and the Far East, immediately after his graduation from college.

Chain-Store Sales for August

Company	August 1930	August 1929	% Chg.	8 Months 1930	8 Months 1929	% Chg.
Great Atl. & Pac. ..	\$78,362,868	\$75,190,642	4.2	\$723,146,332	\$675,699,612	7.0
F. W. Woolworth...	22,055,003	24,446,805	-9.7	174,113,198	182,777,973	-4.7
Kroger Gro. & Bak. .	19,808,608	21,880,297	-9.4	176,548,895	188,126,128	-6.1
Safeway Stores	18,642,526	19,670,307	-5.2	147,474,369	140,431,857	5.0
J. C. Penney	14,397,210	16,493,061	-12.7	114,457,241	114,135,767	0.2
S. S. Kresge	11,409,973	13,001,412	-12.2	89,750,011	92,332,510	-2.7
American Stores ..	10,477,495	10,337,809	1.3	94,400,473	94,281,971	0.1
First National Stores	8,175,165	8,047,563	1.5	72,173,829	61,682,903	17.2
MacMarr Stores	7,345,461	7,808,489	-5.9	57,903,123	56,190,703	3.2
National Tea	6,894,570	7,438,331	-7.3	56,591,187	59,453,006	-4.8
W. T. Grant	5,384,603	5,065,529	6.2	40,208,376	36,460,866	10.2
S. H. Kress	5,124,685	5,316,949	-3.6	40,500,359	39,184,294	3.4
Walgreen Company .	4,336,065	4,169,965	3.9	34,604,140	29,193,232	18.5
McCrorry Stores	3,405,425	3,852,953	-11.6	25,938,196	26,178,216	-0.9
Daniel Reeves	2,114,040	2,122,983	-0.4	23,015,182	22,345,280	2.9
J. J. Newberry	2,474,555	2,405,162	2.8	16,985,504	15,283,601	11.1
F. & W. Grand-Silver	2,277,733	2,449,916	-7.0	18,210,231	17,048,970	6.8
McLellan Stores	2,227,766	2,200,210	1.2	13,727,513	12,928,346	6.1
Childs Company	2,172,994	2,528,994	-14.0	17,804,302	18,460,922	-3.6
Melville Shoe	2,113,958	2,126,357	-0.5	18,910,721	16,617,705	13.8
Schulte-United	2,100,164	1,713,513	22.5	15,910,520	9,243,921	72.1
Lerner Stores	1,879,087	1,434,603	30.9	15,226,412	10,880,626	40.0
Con. Retail Stores..	1,717,964	1,910,934	-10.0	13,988,963	13,366,335	4.6
Peoples Drug	1,376,770	1,357,585	1.4	10,960,320	9,781,383	12.0
G. C. Murphy	1,362,309	1,273,230	7.0	9,782,771	8,877,997	10.1
West. Auto Supply .	1,363,200	1,834,694	-25.7	9,189,000	10,147,000	-9.4
G. R. Kinney	1,354,474	1,647,628	-17.7	11,444,532	12,715,443	-9.9
Diamond Shoe	1,340,118	1,484,925	-9.8	11,749,554	10,539,696	11.5
Waldorf System	1,263,772	1,342,266	-5.8	10,523,283	10,488,401	0.3
Neisner Bros.	1,231,029	1,342,651	-8.3	9,407,764	8,233,484	14.2
John R. Thompson..	1,207,515	1,330,828	-9.2	10,009,012	10,490,255	-4.5
D. Pender Grocery .	1,135,793	1,145,449	-0.8	10,315,803	10,105,068	2.1
Lane Bryant	1,136,797	998,312	13.9	11,237,446	10,199,767	10.2
South. Gro. Stores..	1,126,300	1,208,100	-6.7	10,882,315	10,035,679	8.4
Jewel Tea	1,060,493	1,188,728	-10.8	9,609,604	10,202,146	-5.8
Schiff Company	903,460	884,760	2.1	6,320,948	5,340,905	18.3
Bickford, Inc.	484,570	446,665	8.4	3,824,927	3,453,382	10.7
National Shirt Shops	472,596	450,269	4.9	2,833,092	2,667,958	6.1
Winn & Lovett	451,028	530,985	-15.0	3,753,508	4,121,134	-8.9
Exchange Buffet	437,888	513,448	-14.7	1,979,226	2,091,051	-5.3
Kline Bros.	335,963	387,010	-11.8	2,682,627	2,744,947	-2.3
Federal Bake Shops .	329,184	371,860	-11.4	2,904,618	2,909,771	-0.1
Edison Bros. Stores	300,174	281,119	6.7	2,838,978	2,284,266	24.2
Sally Frocks	271,310	254,883	6.4	3,025,371	2,225,345	35.9
B/G Sandwich Shops	216,161	235,853	-8.3	2,171,484	2,046,677	6.0
M. H. Fishman	210,232	216,267	-2.7	1,232,657	1,039,096	18.6
Total	254,269,054	262,340,299	-3.0	2,160,267,917	2,085,045,595	3.6

NUMBER OF STORES IN OPERATION

	END OF AUGUST 1930	END OF AUGUST 1929		END OF AUGUST 1930	END OF AUGUST 1929
Safeway Stores	2,695	2,436	Metropolitan	148	131
J. C. Penney	1,440	1,292	J. R. Thompson	119	121
S. S. Kresge	655	547	Peoples Drug	118	110
Melville Shoe	499	441	Childs	113	113
W. T. Grant	310	252	Schulte-United	101	81
McLellan	274	249	Federal Bake Shops ..	98	96
S. H. Kress	211	198	Neisner	70	49
G. C. Murphy	163	148	B/G Sandwich	41	38
F. & W. Grand-Silver	151	132	Exchange Buffet	35	33

Jewel Tea 81 branches, 1,252 routes ... 78 branches, 1,188 routes

What Constitutes a "Story Illustration"?

Pictures in Which There Is a "Novelette" Idea Are Likely to Hold Wide, Popular Appeal

By W. Livingston Larned

SOME advertising illustrations are based on such meaty ideas that they are worthy of far more consideration than other pictures perhaps as ambitious as to technique and art embellishment. That more of them are not employed is a mystery, for the story illustration certainly interests all classes and permits the reader to enter actively into the advertisement as a whole.

Sometimes these story pictures contain the commercial message, tucked away in the most subtle manner, yet without commercializing the artist's effort too aggressively.

Just what constitutes the ideal type of story illustration? What elements should enter into it to give it that acceptable flavor?

"Human interest" comes first. Life as lived by the majority is to be found as the basic theme. Situations must reflect common

experiences of vast numbers and avoid exaggeration. Picture the things which happen to "just ordinary folks."

Many unusual and even dramatic themes may be arrived at but they can fail to strike a responsive chord for the excellent reason that they are not commonly encountered.

The story illustration which is significant because it incorporates both a human episode and a quite genuine selling "slant" may well be exemplified by a recent General Electric Refrigerator painting in colors.

The scenario is this: Just outside a kitchen window, in the yard of an average home, two little boys have set up a makeshift replica of the G. E. electric device, the outstanding feature of which, the Monitor Top, is to be glimpsed behind a mother who smiles down at the inventive genius of her sons.



Pro-phy-lactic Neatly Blends a Showing of the Product with a Story Picture That Has a Wide Appeal Because of Its Human Interest

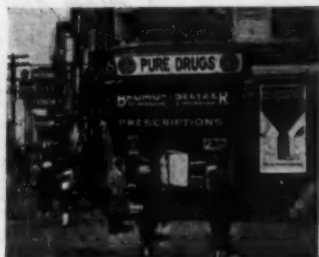
How to Get MORE Dealer Cooperation More Window Displays More Sales

DEALERS are business men. They know the value of their co-operation and window displays. And they give them to advertisers with whom they feel co-operation will bring best results.

The big problem then is to make the dealer realize the potency of your advertising; to make him see it and feel its resultfulness.

And for this purpose, no better medium has been found than Criterion (3-sheet) Posters. Eight feet high, in full color, placed on or near his store, they can't be missed by either dealer or consumer.

When you use Criterion Posters Mr. Dealer *knows* you are advertising—he can see it bigger than life in his own neighborhood—he knows its pulling power from past experience—he knows that window display



tie-ups make music on the cash register—he knows that pushing the product brings results because Criterion Posters are advertising that his customers see.

The power of Criterion Posters, to produce this effect has been proved time after time, and we'll be glad to tell you of actual users' experiences with them.

Have your secretary fill out the coupon now.

CRITERION SERVICE

*The only original and only uniform
National Service of 3-sheet
Neighborhood Posting*



**CRITERION
SERVICE**
Graybar Building,
New York

Please send your portfolio

Company _____

Address _____

By _____



Another Illustration That Contains Both a Selling Slant and a Human Episode—This from a General Electric Refrigerator Advertisement

A box has been placed upon four bricks and an old kettle mounted on this, upside down. Across its face the boys have painted a fair replica of the General Electric monogram. And behind this, a battered alarm clock, to serve as the "indicator." As constructed, this makeshift affair actually resembles the refrigerator to an interesting degree.

"Electric Lemonade, 5 cents per glass," reads the sign of the youthful shopkeepers. And the lads are soliciting trade in a strenuous manner as a friendly dog enters into the spirit of the event with challenging barks. As rendered by a competent artist, in colors, it is a picture filled with action and story-telling strength.

But because the advertised product has been worked in so adroitly, the illustration seems doubly effective and relevant. It must be admitted that where this can be accomplished it more surely ties in with a sensible advertising theory.

An entire Pro-phy-lac-tic series features these story pictures, plus a merchandise link. You have doubtless seen the very funny painting of the serious-faced small

girl who has put her dog on a stool at the bathroom basin, and, holding a towel under his head, scrubs his teeth with a toothbrush. The expression of the pup is simply immense.

Mothers might not care to have children attempt to duplicate any such stunt as this, and a few exacting advertisers will insist that the example is a bad one, but the fact remains that almost everyone who sees it will think it "cunning." The story is neatly blended with a showing of the product.

In calling attention to the use of Bond bread for school lunches for little tots, the advertiser has portrayed a classroom episode at the noon hour. A small girl has opened her basket and spread out her lunch. Then her attention is called away from it to something else by a boy who reaches for the bread from behind.

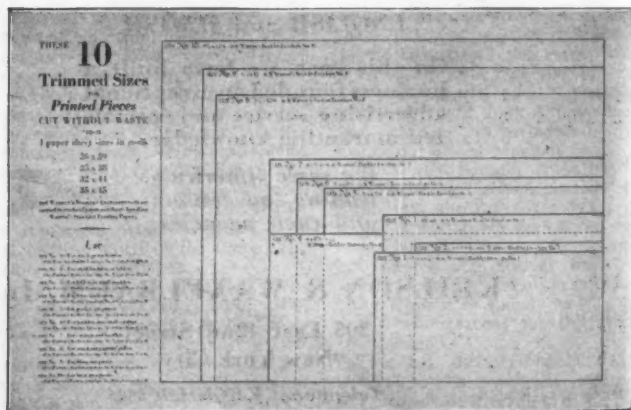
The lad directly behind her, tempted by a sandwich, reaches slyly for it, a gleeful grin on his face. And in this third example, product and story are skilfully fused.

The majority of the Procter & Gamble illustrations for all their

Right at your



This Chart makes it easy!



S. D. WARREN, COMPANY, 89 Broad Street, Boston, Massachusetts

own Desk—

*that's the place
to start cutting
your printing costs*

A variation of only a fraction of an inch in size can often make a mailing piece considerably more expensive.

Your printer can't help this. It's simply that non-standard sizes automatically require a lot of extra operations. The job becomes a "special" . . . entailing special estimates . . . the manufacture of special-size paper sheets . . . special envelopes . . . then special press-setting and handling all through the printer's plant.

All that is necessary overhead . . . and, as such, it goes on your bill. But it really began right at your own desk. And that's where it can best be stopped.

How? By sticking to mailing piece sizes that are standard. There are more than enough for all your needs.

This new Warren Chart gives them to you in a convenient, usable form. It's only 11" x 17", but it carries actual-size diagrams of wide variety of shapes and sizes. All of them cut economically from standard paper sheets . . . and all of them fit Warren's Standard Booklet Envelopes.

Your printer can get these sheets and envelopes at the paper merchant's. He has no costly extra overhead. He can devote his whole time and ability to creating the fine typographical effects that will make your mailing piece really distinctive.

Your printer probably has some of these Charts on hand. Ask him for one. Keep it right under the glass on your desk, for ready reference. You'll find it saves trouble—and real money. If he cannot supply you, write us.





They lost
the samples
and couldn't
locate the
manufacturers

—and so
they wrote
to a
publisher

"Some time ago, samples of small . . . containers, chemically treated, and which could be used as liners . . . were submitted to us. Also samples of the ordinary . . . liners were submitted. Unfortunately, these samples and the name of the firm have in some manner been stored away in too safe a hiding place and we cannot locate them. We would inquire if you can give us the addresses of firms who specialize in this kind of product?"

This is the gist of a letter we recently received, and it should cause those who carry all their eggs in one basket to pause and think. When your samples and circulars are lost, what then?

Fortunately, this manufacturer, being a reader of FOOD INDUSTRIES, knew what to do. And fortunately for all parties concerned, we were able to help him out—sending him the names of half-a-dozen makers of the samples he had mislaid.

FOOD INDUSTRIES is constantly receiving letters from its readers in one branch of the industry who are seeking information about equipment and supplies generally used in another branch. Why? Because FOOD INDUSTRIES is the only publication devoted to an exchange of operating and production practices between food manufacturers, no matter what kind of food, they make.

Finally, and this is the sum and substance of the whole matter, this letter proves that business for some manufacturers would be a whole lot better if they didn't persist in hiding their light under a bushel An inquiry in the advertiser's mail is worth two in the publisher's!

If you would reach this biggest and most stable of all industries, the backbone of your advertising should be

FOOD INDUSTRIES

A McGraw-Hill Publication

TENTH AVENUE at 36TH STREET, NEW YORK

products are stories in picture form and very charming little pastels of American home life, also, painted by famous artists.

"Many a Romance starts this way" headlines an Eastman Kodak halftone from the most appealing of posed photographs. A cadet, in uniform, is seated on a slanting mass of rock by a bit of water. Beside him sits a pretty girl, making the camera ready, as lights and shadows flicker around and about them. It is a sentimental composition calculated to cause more than one day-dream among those who study its innocent charm.

And how true it is that pictures such as this supply equally appealing copy themes: "A Boy . . . a Girl . . . on lichen-covered rocks—there's a picture for you! Keep moments like this forever, with your Kodak.

"Who said West Point is all drill and dress? Here, instead—a sunshine-patterned trail. Two adventurers, gay and care-free. Hands that touch. Eyes that meet. Romance in the making, priceless moments to be recorded. For such is the way of a boy and a girl—and a Kodak."

Nothing is maudlin or over-sentimental if it borrows its subject matter from "people" and if "all of us" are the actors in the advertising illustrations from whence these episodes spring.

"When the sun goes down," was the title for one of the most beautiful color pictures of the past six months in magazines. A white-haired man and a small boy sat high on a hill, overlooking the country roads of a farm section, a village, and the distant purpling hills. And the hour was just dusk.

Grandfather was pointing out that long, long sundown trail, and weaving stories around the lights beginning to flash in windows and the power wires that gave them life. A fine, clean way of making

a message simple, direct and sentimentally appealing.

The advertiser puts it well when he says: "It is no longer necessary for people to grope in darkness. Electric light is available everywhere. City streets are brilliant at night. The little towns, once lost in gloom when the sun went down, have become luminous gems

43,040 HOUSEWIVES HELPED PERFECT IT



For school lunches.

choose the bread that keeps its flavor

Many of the Story Pictures Used by Advertisers Are Built Around Children for They Have a Universal Appeal—This Bond Bread Illustration Is a Splendid Example

strung along the highways. In remote hamlets and farm houses light comes at the touch of a finger upon a switch. To every community the familiar wires suspended from high towers and roadside poles convey light and power."

And it is to idealize and humanize these lines that the illustration has been conceived. Thus does the Edison Mazda Lamp campaign do one of the important tasks of advertising, touched with genius and a heart-throb. There is a "story picture" for you!

The Aetna Life Insurance Company has recently inaugurated an equally forceful story series. Sundry messages are conveyed in an indirect, narrational form not formerly tried out in this field.

A proud father has strayed into the playroom where his young son is fashioning a castle of building blocks on the floor, lost in con-

COLOUR ADVERTISING IS INCREASING IN "PUNCH"

JUST as the demand for space in "Punch" increases year by year, so the demand for colour pages moves steadily ahead. The increase in 1930 over 1929 already amounts to no less than Thirty pages. Advertiser after advertiser is proving that the public which "Punch" reaches is abundantly worth every effort and every pound spent to get the maximum of its attention. A colour page in "Punch" is the finest publicity investment in British journalism. Two and three-colour space now left for this year is limited. Send reservations at once to

MARION JEAN LYON,
Advertisement Manager, "PUNCH"
10 Bouverie Street, London, E.C.4, Eng.

templation of its turrets and towers and magic suggestion.

To look at this illustration without building your personal dreams and imaginings would be quite impossible. Parents will surely recognize a lesson in the accompanying text: "Towers and turrets—a drawbridge—a moat. And high in her bower the princess waves to the gallant knight, who rides to her rescue.

It is an error to presuppose that America has lost its capacity for being frankly sentimental, and that such pretty conceptions as some of those already described are outside the natural boundaries of wise advertising. The world hasn't changed to any such extent.

S. B. Galey with J. Walter Thompson

S. B. Galey, who formerly conducted his own publishers' representative business at Chicago and prior to that had been with the Western office of the Crowell Publishing Company, is now with the office at that city of the J. Walter Thompson Company, Inc., as an account representative.

S. S. Arnett Joins Seattle "Times"

Stephen S. Arnett, for the last three years manager of the Seattle office of the Campbell-Ewald Company, Inc., advertising agency, has returned to the staff of the Seattle Times, of which he was a member for five years before joining the Campbell-Ewald Company.

Peter Ham Appointed by "Breeder's Gazette"

Peter Ham, formerly with the advertising staff of the *American Agriculturist*, New York, and more recently with the Griswold-Eshleman Company, Cleveland advertising agency, has joined *The Breeder's Gazette*, Chicago, as advertising manager.

Death of L. H. Mitchell

Linn H. Mitchell, who for the last ten years has conducted a publishers' representative business at Chicago under his own name, died at that city recently. He was representative for a group of poultry publications, and previously was active in the general farm paper field. He was sixty-two years old.

Colonial Advertising, Inc., Appoints D. L. Boufford

D. L. Boufford, formerly of R. L. Polk & Company, Detroit, has joined Colonial Advertising, Inc., of Canada, as manager of its Montreal office.

TO THE NATIONAL ADVERTISER

who needs more direct

MARKET CONTROL



YOUR trade mark or advertised brand name protects the personality of your product and gives consumers a symbol by which they may ask for and recognize the things they want. It is the focus of all the good-will you have built and of all the promotion you are planning for the future.

However, the strength of a trade mark may be nullified unless its sales impulses are controlled. Consumers must know where to buy the trade marked line. They must be able to find a qualified dealer, well stocked and reliable . . . one who is quick to suggest the genuine article and whose good service, at the time of the sale and afterwards, brings constant return business.

Trade Mark Merchandising Service, as developed by the Bell System, works to these ends, and thereby definitely improves dealer relations. Your use of the service increases the sales of your qualified dealers . . . ties in their stores to your national advertising and other promotion work . . . gives them a real advantage over local competition. Thus it increases the value of your franchise and gives you a stronger dealer proposition. Broadly, Trade Mark Service assures the advertiser a more direct control over his merchandise and its market — giving the trade mark a new power and a new meaning.

Various merchandising problems in many lines of business are being successfully met by Trade Mark Service. A special report on its application and value to your business will be prepared upon request without charge or obligation. Just use the coupon below.

"Where to buy it"

An additional service in classified telephone directories—bridging the gap between advertising and selling



Trade Mark Service Manager
American Telephone and Telegraph Company
195 Broadway, New York, N. Y.

A-5

Dear Sir: We would be interested in your analysis of certain of our marketing problems and in a report showing the possible application of Trade Mark Service to their solution. Please telephone for an appointment. This request places us under no obligation.

Company _____

Address _____

By _____

**G. B. SEE—A TYPICAL
GENERAL BUILDING
CONTRACTOR—A
TYPICAL SUBSCRIBER
TO "G. B. C."**

G. B. SEE says—

"Chamber of Commerce banquet last night—I had to make my regular speech.

"As usual, I rang in one or two pet ideas or principles or whatever you like to call them.

"How to buy' was the subject, and I rubbed it in pretty strong that when I'm buying for a job I want a boiler, not a bargain.

"Whether it's the Government or Harry the office boy or a chap like myself with a big annual business to watch, nobody can buy for himself or others on price, forget quality, and get away with it.

"Watch your standards, whether it's ships or shoes or sealing-wax, and you'll have nothing to be sorry about later."

**GENERAL BUILDING
CONTRACTOR—the
only magazine published
specifically for the
LARGER building
contractor**

**GENERAL BUILDING
CONTRACTOR**

**—A Dodge Publication—
119 West 40th Street**

New York

F. W. DODGE



**GENERAL BLDG. CONTRACTOR IS A
MEMBER OF A. B. C. & A. D. P., INC.**

To Hold Second Boston Conference on Retail Distribution

The Boston Conference on Retail Distribution, organized last year, will be held again this year at the University Club, Boston, September 22, 23 and 24, under the auspices of the Retail Trade Board of the Boston Chamber of Commerce in co-operation with the Harvard University Graduate School of Business Administration, Boston University College of Business Administration and the Massachusetts Institute of Technology. The program in part, follows:

September 22, morning: "Retail Distribution and the Consumer," Mrs. Christine Frederick; "Modern Merchandising and the Consumer," Oswald W. Knauth, executive vice-president, E. H. Macy & Company, Inc. **Luncheon:** "Some Features of Last Year's Farm Distribution," Aaron Sapiro. **Afternoon:** "Mass Psychology and the Consumer," Edward L. Bernays, public relations counsel; "Some Important Aspects of Consumer Demand," Mrs. William Brown Meloney, editor, New York *Herald-Tribune Magazine*, and "Place of the Newspaper in the Field of Distribution," John Mench, merchandising counselor.

September 23, morning: "Mortality Among Retail Stores," Edmund D. McGarry, professor of marketing, University of Buffalo; "Digging under the Surface for Distribution Costs," Alexander Kaylin, associate editor, *Retailing*; "The Consumer Looks at Advertising," Paul T. Cherington, director of research, J. Walter Thompson Company; "The Sales Tax and Other Trends in Legislation," William Nelson Taft, editor, *Retail Ledger*, and "Mergers and Consolidations in the Field of Retail Distribution," Gilbert H. Montague. **Luncheon:** "The Problem of Executive Manpower," Alvin E. Dodd, Sears, Roebuck & Company and a discussion on "The Improvement of Trade Relations," A. Lincoln Filene, chairman of the board and treasurer, Wm. Filene's Sons Company, chairman.

September 24, morning: "Newer Aspects in Chain Store Distribution," E. C. Sama, president, J. C. Penney Company, chairman, and "The Place of Fashion in Distribution," P. A. O'Connell, president, E. T. Slattery Company, chairman. **Luncheon:** "Merchandising to Meet Changing Consumer Demand," Dr. Paul H. Nyström, professor of marketing, Columbia University. **Afternoon:** "Mergers and Consolidations," Louis E. Kirstein, vice-president, Wm. Filene's Sons Company.

**Radio Device Account to
McQuinn Agency**

The Essenberg Radio Devices Company, Chicago, manufacturer of radio equipment, has placed its advertising account with McQuinn & Company, advertising agency of that city.

New Account with Ayer

Cellulose Products, Inc., Shamokin, Pa., has appointed N. W. Ayer & Son, Inc., as advertising counsel.

• • • WATCH ARKANSAS • • •

A GOVERNOR AND A UNITED STATES SENATOR Prove Our Point

Senator Robinson and Governor Parnell depended upon one publication, during the recent primaries, to reach civic and social leaders in the rural sections of Arkansas.

THEY WON

This same group of people always influence brand selections and are the largest contributors to merchandise sales volume in their communities.

OUR POINT

The easiest way to win the good will and patronage of Arkansas' best rural families is through

THE ARKANSAS FARMER

LITTLE ROCK, ARKANSAS

80,000 Guaranteed Circulation October 1st—60 Cents per line flat

Powers and Stone
New York and Chicago

C. A. Shulenburg
St. Louis, Mo.

Dillon & Kirk
Kansas City, Mo.

THE MARKET PLACE of a GREAT INDUSTRY

What the stock exchange is to finance, the Daily News Record is to the textile-apparel industry.

DAILY NEWS RECORD

A Fairchild Publication

8 East 13th Street, New York

Typography

that is tastefully modern
without being irrespon-
sibly modernistic.



ADVERTYPE

Co., Inc. : Typographers

228 East 45th Street, New York

Phone: VANDerbilt 0364-5-6-7

Advertype Your Advertising

Program Ready for Direct-Mail Convention

THE thirteenth annual convention of the Direct Mail Advertising Association, to be held at the Milwaukee Auditorium, Milwaukee, October 1, 2 and 3, will be opened by Walter J. Kohler, Governor of Wisconsin and president of the Kohler Company. Mr. Kohler will be followed by Merle Thorpe, editor, *Nation's Business*. Wayne Calhoun, vice-president, The Procter & Collier Company, Cincinnati, speaking on the subject, "The Mail Man Takes It There," will also be on the opening morning session of the convention, which will be presided over by William A. Biddle, president of the association.

The program of the other general sessions follows:

October 1, afternoon: Clarence E. Fisher, Gateway Printing Co., Seattle, will preside. C. L. Burton, president, Simpson's Ltd., Toronto, will speak on "The New Commodity World"; Fred Millis, president, Millis Advertising Co., Indianapolis, "Direct Mail Advertising, Its Place in Association Advertising"; R. K. White, advertising manager, Chevrolet Motor Co., Detroit, subject to be announced; and E. H. Westlund, supervisor of sales promotion of the mail order branch, Montgomery Ward & Co., "The Weakest Link in Distribution."

October 2, morning: Charles C. Younggreen, president, Dunham-Younggreen-Lesau, Inc., will preside. Gates Ferguson, advertising manager, International Telephone & Telegraph Corp., New York, "How the Largest American-Owned Telegraph System Uses Direct Advertising"; Harry Collins Spillman, education director, typewriter division, Remington-Rand Business Service, New York, "The Balance of Power in Selling," and E. P. H. James, sales promotion manager, National Broadcasting Co., New York, "What Radio Brings to Direct-Mail Advertising."

October 3: Ferdinand Aumuller, Cramer-Krasselt Company, Milwaukee, "Color as a Sales Builder." Following Mr. Aumuller's address, the meeting will be turned over to George W. Ward, president, D. L. Ward Co., Philadelphia, and chairman of the association's educational committee. Mr. Ward has been acting as head of a committee of 100 advertising men who have been engaged in selecting the outstanding direct-mail campaigns in their respective territories. Of these, the fifty best have been chosen and will be displayed at the convention. Short talks will be given by some of the winners followed by discussion of the campaigns.

Departmental Meetings

October 2, retail direct-mail advertising: Joseph B. Mills, J. L. Hudson Co., Detroit, will preside. A. E. McElfresh, sales promotion manager, Mandel Brothers, Chicago; Sidney Carter, manager, merchant service bureau, Rice-Stix Dry Goods Company, St. Louis, "Spreading the Message and Driving It Home," and Theodore F. Pevear, Theodore F. Pevear Company, Rochester, "Refining the Retail Store List by Charge Account Analysis."

October 3, advertising production: Paul C. Treviranus, vice-president, E. F. Schmidt Co., Milwaukee, will preside. Douglas C. McMurtrie, director of typography, Ludlow Typograph Co., Chicago, "The Typography of an Active Age"; Hart Vance, Jr., president, Hart Vance Co., St. Louis, "Putting the Prospect into the Picture with Personalizing," and Ellsworth Geist, S. D. Warren Co., New York, "The Proper Approach to Economy."

October 2, industrial departmental: G. D. Crain, Jr., editor and publisher, *Class*, Chicago, will preside. Keith J. Evans, Jos. T. Ryerson & Sons, Inc., Chicago, "Organizing and Operating a Sales Promotion Department"; O. C. Dahlman, advertising manager, National Equipment Corp., Milwaukee, "Using Broadsides and Printed Pieces in the Construction Industry"; Don Allshouse, advertising manager, Northern Equipment Corp., Erie, Pa., "Using Direct Mail in Connection with Business Papers," and C. W. Kalbfus, advertising manager, The Elliott Co., Jeanette, Pa., "Building the Industrial House Organ."

Financial advertising departmental: A. Earl Bryson, president, Financial Advertisers Association and vice-president, Halsey Stuart & Company, Chicago, will preside. Joseph Levin, advertising manager, A. G. Becker & Co., Chicago, "Using Direct Mail to Sell Investment Securities"; H. Fred Wilson, advertising counsel, Continental Illinois Bank and Trust Co., Chicago, "How Direct Mail Is Used to Secure Savings Accounts," and John Donovan, advertising manager, Central Hanover Bank and Trust Co., New York, "The Use of Direct Mail in Selling Trust Services."

October 2, house organ group: J. C. Aspley, editor, *Printed Salesmanship*, Chicago, will preside. I. A. Hirschmann, director of publicity and sales, L. Ramberger and Co., Newark, N. J., "How Direct Is Direct Mail?" and W. J. Weldon, advertising manager, Advance-Rumely Thresher Co., La Porte, Ind., subject to be announced.

October 3, "Better Letters" group: W. C. Dunlap, vice-president, American Multigraph Sales Co., Cleveland, will preside. C. A. Bethge, vice-president, Chicago Mail Order Co., "What We Expect from Mail Order Letters"; Charles E. Wiers, editorial and publicity director, The Spirella Co., Niagara Falls, N. Y., "Looking at the Work of the Day"; John Howie Wright, editor, *Postage and the Mailbag*, "What Constitutes a Better Letter," and Robert G. Marshall, Federal Schools, Inc., Minneapolis, "Letters That Produce Results."

Good Copy

Good copy
sometimes dies
aborning.

Especially if it
must pass an
executive who
insists on tell-
ing possible
customers
what he wants
to say—not
what they
want to hear.

**HAWLEY
ADVERTISING
COMPANY
Inc.**

**95 MADISON AVE.
NEW YORK CITY**

Wages Will Stay Up

ILLINOIS STATE FEDERATION
OF LABOR
CHICAGO, ILL.

Editor of PRINTERS' INK:

Please send copies of issues of PRINTERS' INK containing articles quoting various business leaders in relation to the wisdom of avoiding reduction in wages. I shall be glad to send check to cover charges if you will let me know the amount.

VICTOR A. OLANDER,
Secretary-Treasurer.

WHEN a prominent automobile manufacturer announced a 10 per cent wage reduction, his statement was followed by what might rhetorically be termed an ominous silence in the business world—the sort of lull that usually precedes a storm. It was quite impossible to determine how the storm would break; whether it would be a storm of approval of the manufacturer's action followed by imitation of his policy, or whether it would be a storm of disapproval.

At that psychological moment, PRINTERS' INK sent a telegram to a

score or more business leaders asking them pointblank what they intended doing. Such national business characters as Farrell, president of U. S. Steel; Erskine, president of Studebaker; Palmer, president of Cluett, Peabody; Johnson, head of Endicott-Johnson, replied either that wages would not be cut or that they would be the last thing to be cut.

These replies, most of them telegraphic, were rushed into print. And then the storm broke. The comments of these business leaders were printed in newspapers throughout the country. They were broadcast over the radio by Floyd Gibbons. National attention was focused on them and in short order it was clear which way the tide was moving—wages were to be maintained.

That initial article has been followed by:

"Bigger Than Balance Sheets," July 31, page 3.

"Wages and Prosperity," August 7, page 48.

RADIO

R E S U L T S

No.7

WHO?

A leading manufacturer of washing machines says, "Our house to house canvassers find that our radio program is a vital help in opening house doors. It is a subject of mutual interest to the housewife and affords the canvasser a topic of conversation, in which to introduce his product."

The complete story may be secured from

SCOTT HOWE BOWEN, Inc.

Radio Station Representatives

Chrysler Building, New York

Chicago Philadelphia Detroit Boston Dallas

"The New Spirit in Industry," August 14, page 17.

"Smiling the 'Wailing Willies,'" August 21, page 78.

"Banishing Workers' Fear," August 28, page 130.

"Back to a 'Niggardly and Cheese Paring Policy?'" September 4, page 37.

"The Gloomy Economists," September 11, page 96.

—[Ed. PRINTERS' INK.]

"American Hotel Journal" Advertising Appointments

Edward J. Hyland, formerly advertising manager of the Champaign, Ill., *Evening Herald*, has joined the executive staff of the *American Hotel Journal*, Chicago, as advertising manager.

Eric Thiele, for several years with the advertising department of the *Automobile Digest*, Cincinnati, has joined the advertising staff of the *American Hotel Journal*. He will cover Middle Western territory.

E. T. Slackford Joins Freeze-Vogel-Crawford

E. T. Slackford, formerly promotion manager of the *Chicago Journal of Commerce*, and, for a number of years, with The Buchen Company, Chicago, has joined Freeze-Vogel-Crawford, Inc., Milwaukee advertising agency. Mr. Slackford was, at one time, advertising manager of the Marion Steam Shovel Company, Marion, Ohio.

To Join Thompson-Natrass Company

Joseph Mills, formerly with the American Ammone Company, and more recently with the Three-in-One Oil Company and the American Maize Sales Corporation, has joined the Thompson-Natrass Company, New York City, as sales director.

Appointed Art Director of Baker Agency

John R. Barber has been appointed art director of The Baker Advertising Agency, Ltd., Toronto. He has been engaged in studio and agency work in Toronto for some years.

Fertilizer Account to Ingalls-Advertising

The Colloidal Phosphate Company, Boston, fertilizing, has appointed Ingalls-Advertising, of that city, to direct its advertising account.

New Account to Hart Lehman

The Old Town Ribbon and Carbon Company, Brooklyn, N. Y., manufacturer of typewriter ribbons and carbon papers, has appointed Hart Lehman, Advertising, New York, to direct its advertising account.



The MEMO CAMERA

100 Pictures with
\$1 worth of film

CARRY A MEMO Camera in your pocket — surest, quickest, most convenient still film camera in the world. 50 pictures with one 50-cent daylight-loading Agfa film. Easiest to load. Twick of the thumb advances the film. Spyglass finder locates subject instantly right side up. Memo gets everything on a trip. Wonderful for close-up portraits as well as landscapes. F 6.3 and F 3.5 anastigmat lenses.

Memo pictures are printed on paper exact size, as enlargements, and as projection rolls for a picture show with Memoscope. The new idea in still cameras for greater economy, convenience, utility. Memo \$20. Focusing models to \$40. For sale by camera dealers. Many thousands of enthusiastic owners. Interesting literature gives full details.



AGFA ANSCO OF BINGHAMTON, N. Y.

Please send me free 56-page Memo handbook

Name _____

Address _____

Nebraska State Fair Breaks All Time Record

Greatest Eight Day Fair. 439,382 admissions to the Nebraska State Fair, August 29 to September 5, 1930, sets a new record for Nebraska and for all state fairs in the United States in 1930.

Perish the thought that Nebraska farmers are in the slough of despond! They will be near the top, if not at the top, in farm buying power in 1930-31.

40,000,000 bushels more grain than the five year average will be harvested in 1930. All other farm incomes high.

Nebraska farmers will be good buyers and prefer to buy articles advertised in *The Nebraska Farmer*. They prefer to "see it in black and white" in their weekly farm and home newspaper where the reliability of advertisers is guaranteed.

Nebraska, dependable in diversified agriculture, is a growing, progressive state where the farmers spend three and one-half times as much as their city cousins outside of Lincoln and Omaha.

We are anxious to cooperate with sales managers in doing a good job in this territory. Consult our representatives, Standard Farm Papers, Inc., Daily News Bldg., Chicago, or Wallace C. Richardson, Inc., 250 Park Avenue, New York, or

THE NEBRASKA FARMER

Nebraska's Farm and Home Paper
Lincoln, Nebraska

Also

Publishers of the Nebraska Merchant and Trade Review
Nebraska's Trade Paper

Nebraska Member
Standard Farm Papers, Inc.

FARM PAPER SUMMARY FOR AUGUST

COMMERCIAL ADVERTISING LINEAGE

(Exclusive of house, livestock, baby
chick and classified advertising)

MONTHLIES

	1929	1930
	Lines	Lines
Country Gentleman ...	41,765	30,221
California Citrograph ..	20,209	19,109
Capper's Farmer	17,970	\$16,860
Successful Farming	13,831	13,872
Breeder's Gazette	18,404	9,968
Better Fruit	8,557	8,894
Farm Journal	8,620	8,031
Poultry Tribune	6,889	7,112
Country Home	7,713	7,079
Florida Grower	4,860	6,553
Iowa Farmer & Corn		
Belt Farmer	3,718	*6,350
New England Dairyman	5,064	5,261
Amer. Fruit Grower ..	5,807	4,473
Farm Mechanics	4,254	3,850
National Live Stock		
Producer	5,463	3,336
The Bureau Farmer ..	2,228	2,846
The Florida Farmer ...	2,419	2,681
American Farming	2,585	2,438
Farmers' Home Journal	1,438	899
Pacific Homestead	1,848	506

Totals183,642 160,339

*July and August issues combined.

‡Smaller Page Size.

SEMI-MONTHLIES

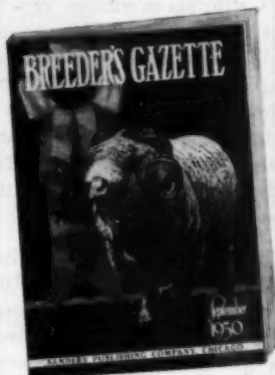
	1929	1930
	Lines	Lines
Hoard's Dairyman ...	22,285	17,071
Dakota Farmer	21,755	16,158
Okla. Farmer-St'kman..	19,086	15,862
Missouri Ruralist	17,383	14,680
Utah Farmer	11,092	11,820
Montana Farmer	20,591	11,448
Arkansas Farmer	2,852	11,230
Western Farm Life ..	12,676	10,626
The Illinois Farmer ..	12,536	9,963
The Arizona Producer.	9,177	*9,522
Southern Agriculturist.	10,895	8,565
Southern Planter	9,135	7,938
Southern Ruralist	9,191	4,320
Missouri Farmer	5,553	2,832
Southern Cultivator	2,718

Totals184,207 154,753

*Larger Page Size.

A Standard Farm Paper

What Leaders Show Others at the Fairs



Their Work Fosters A Greater Animal Industry

Better beef, more efficient milk and egg production, earlier maturity in hogs—these are the lessons taught by the Leaders at the Livestock Shows.

Breeder's Gazette readers are Livestock owners interested in Animal Husbandry. They know Breeder's Gazette. It has been their friend and counsellor for 49 years. When you advertise in Breeder's Gazette, you reach 125,000 progressive owners of livestock, farm families who have the advantage of a year-around income.

BREEDER'S GAZETTE

Purebred Record Building

Union Stock Yards Chicago

Representatives:

STANDARD FARM PAPERS
CHICAGO

WALLACE C. RICHARDSON
250 Park Ave., New York City

An Unusual Opportunity

for the sales executive who meets the requirements.

A California manufacturer who for half a century has successfully distributed his brand of highest-quality food products direct to retail grocers, seeks a sales executive capable of developing to fullest extent the advantages and prestige the goods and the House enjoy.

The man for the job has had successful experience as an ordinary salesman, as a supervisor and builder of other salesmen, as sales manager, as director of sales organization and of sales promotion.

He can lead salesmen to greater accomplishments through personal example in the field. He can organize, deputize and supervise constructively.

He has the ability, personality and tact to meet and win every class of buyer, from the smallest dealer to the largest distributor.

Correspondence is invited with those who possess the requirements. Among other things, state experience and the salary earned.

Address "W," Box 42
Printers' Ink

WEEKLIES (Five Issues)

	1929 Lines	1930 Lines
Wallaces' Farmer & Iowa Homestead ...	24,929	28,160
Nebraska Farmer ...	36,257	27,548
Pacific Rural Press ..	29,611	25,802
California Cultivator ..	30,879	24,894
Wisconsin Agriculturist & Farmer	28,717	24,617
The Farmer-Farm, Stock & Home	32,930	24,328
Prairie Farmer	26,609	24,300
Farm & Ranch	26,951	23,027
Kansas Farmer, Mail & Breeze	29,262	22,324
Ohio Farmer	26,932	22,117
New Eng. Homestead ..	18,781	19,609
Pennsylvania Farmer ..	22,087	18,897
Rural New Yorker ...	22,086	17,276
The Farmer's Guide ...	29,885	17,262
Michigan Farmer ...	20,993	16,714
Washington Farmer ..	17,592	†13,660
American Agriculturist.	13,669	13,030
Oregon Farmer	16,219	†12,246
Idaho Farmer	15,773	†12,229
Progressive Farmer & Farm Woman	17,641	10,385
Dairymen's League News	5,859	4,962
Totals	493,662	403,387
†Four Issues.		

FARM NEWSPAPERS (Four Issues)

	1929 Lines	1930 Lines
Kansas City Weekly Star	16,701	16,336
Dallas Semi-Weekly Farm News	*4,650	*4,010
Atlanta Tri-Weekly Journal	1,423	426
Totals	22,774	20,772
*Five Issues.		
Grand Totals	884,285	739,251
(Figures compiled by Advertising Record Company)		

Appoints Gotham Agency to Handle Foreign Advertising

The Wells-Treister Company, Inc., New York, fur coats and fur scarfs, has appointed the Gotham Advertising Company, of that city, to direct its foreign advertising. The Chilean market will be the first to be developed and other markets will follow as soon as suitable sales contacts have been developed.



FALL FRESHENING Stabilizes Dairy Income

Cooperating with the New York City Health Department, the Dairymen's League News has conducted a consistent campaign for fall-freshened cows to equalize the milk flow. This campaign has borne fruit, with the result that milk production is better sustained through the fall and winter months.

It is obvious that this balanced production has also stabilized dairy farm incomes. Probably no other group of farmers in America receive their incomes with such moderate seasonal variations.

With a circulation of 57,000, the Dairymen's League News effectively blankets the dairy farms of the New York City Milk Shed. It is the only weekly dairy paper published in the East, progressive and influential.

*Sample Copy
and Rate
Card mailed
on request*

DAIRYMEN'S
League
NEWS

NEW YORK
11 West 42nd Street
R. L. Culver, Bus. Mgr.
Phone Pennsylvania 4760

CHICAGO
10 S. La Salle Street
John D. Ross
Phone State 3652



PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1885 by George F. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ADL 5000. President and Secretary, J. I. ROMER, Vice-President, R. W. LAWRENCE, Treasurer, DAVID MARCUS, Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GUYE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
C. B. LARRABEE, Associate Editor
BERNARD A. GRIMES, News Editor

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A. H. Deute, Special Contributor

Chicago: G. A. Nichols
Frederic Read
Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, SEPTEMBER 18, 1930

Advertising Makes Money Circulate

Roger Babson's four needs of the hour—widely quoted in the press—namely, reducing overhead by moving men from the office into the field, giving better measure to customers, discovering new products and new uses for present products and spending more money for advertising, are all down advertising's street.

Of these four suggestions Mr. Babson said: "Perhaps advertising is the most important factor of all. Certainly advertising should go hand in hand with the other three factors. Therefore I wish to go on record today as definitely advising all clients to increase their advertising appropriations and to use newspapers, magazines and outdoor advertising. The need of the hour is to increase the circulation of money."

During the whole course of the depression, PRINTERS' INK has refrained from suggesting advertising as a cure-all for a world-wide economic condition.

But now the situation is such that Mr. Babson's words mean far more than a mere optimistic statement by a man not unduly given to optimism. There is no use closing our eyes to the fact that general purchasing power among the masses of our population both on the farm and in the factory is less than last year by perhaps 10 to 12 per cent, due to part time employment, unemployment and low prices for the crops raised by a percentage of our farm population.

But it is also true that the dollar earned by the millions still employed and the large proportion of farm dwellers buys more than it did a year ago. Consumers can get more for their money and there are plenty of them to keep well managed plants running profitably to stockholders, their workers and the public. It is a time when good management can make faster strides forward than ever before.

During the next few years aggressive and well-trained executives can put their businesses years ahead. This has happened in our previous emergences from depressions and almost invariably those companies that did go ahead fast used new ideas and aggressive advertising at a time when management of less ability and courage was still marking time and looking backward instead of forward.

Advertising is to national business at this time exactly what initiative, courage, resourcefulness are to a human being. Real selling and real selling copy will make money change hands more rapidly. Never was there offered a better opportunity for the combination of sound management and advertising with a real selling message to help national business as it turns to brighter days ahead.

The management that evolves a new product or adds a better idea to an old product and puts adequate advertising behind it will not only be rewarded in a money way for its own courage and resource-

fulness, but will be serving all business in giving its own standing a big push ahead.

It is a logical, sensible and most auspicious time to increase advertising pressure.

Lower Prices or Higher Quality?

A manufacturer in the canned food field, whose costs have dropped appreciably during the last year, tells us that he finds difficulty deciding which course to follow: to lower prices or maintain the present level and increase either the quantity or the quality.

He is fully convinced that the savings in raw material costs ought to be passed along to the consumer, but he is puzzled concerning the way in which this should be done.

It may be helpful to this manufacturer, and to others who are similarly situated, to learn of an investigation recently completed by the National Retail Dry Goods Association. This inquiry took place among department stores and the conclusion is summarized in the following paragraph:

"In most stores, resistance to lowering price levels appears broken. It is the general feeling that, due to the publicity given to the new low commodity price levels, customers will expect increased purchasing power for the dollar to be reflected in many lines of merchandise. These stores feel that an effort to build into each old price line better quality will be contradictory to customer expectation."

The retailer is closest to the consumer. Of course, this very nearness may prevent him from making as clear an observation as might be possible from the detached viewpoint that distance usually provides. Also, the retailer is usually very much concerned with price and it might be expected that he would conclude that customers want lower prices, not higher quality.

Nevertheless, the conclusion of these retailers that customers expect lower prices and are more insistent that prices be lowered than that quality be raised cannot be

lightly brushed aside. The fact remains that "resistance to lowering price levels appears broken" in many stores and that is a point which the manufacturer who sells these stores cannot overlook.

From the standpoint of sales strategy, it would seem that a lower price would constitute more effective sales ammunition these days than an increase in quality. The former is definite and concrete. The latter, especially so far as the inexperienced buyer is concerned—and that takes in most consumers—is vague and ephemeral. And over and beyond all this, the consumer today is unmistakably interested in making the family dollar go farther.

All the signs, then, seemingly point to lower prices where falling commodity levels make reductions possible. On the other hand, it is undeniably true that once prices are lowered, it is difficult to restore them to former levels when that becomes necessary.

That, however, is where advertising steps in—or should. Asking advertising to sell a product at a price that is out of line with the market may be expecting too much of a selling force which, after all, has its limitations. But asking advertising to put over a justifiable price increase is merely putting up to advertising something that it has done time and again in the past.

The Dentist Finds Friends

The dentist has suddenly accumulated a host of friends. Lest he fail to realize, these friends are talking loudly and vociferously about their affection for the dentists of the United States. His new-found friends are the very dentifrice manufacturers who a few years ago flouted his intelligence by their extraordinary advertising claims and sought to throw him a sop by mentioning him patronizingly in their advertisements.

That the dentists endured this silently for so long was their own fault. They refused to act collectively and individually were only mildly censorious. The actions of the First District Dental Society of

New York several years ago when it went on record as condemning the fraudulent and harmful claims of many dentifrice manufacturers was the turning point. It was brought home to the manufacturers that dentists had changed their attitude from one of unwilling acquiescence to one of active hostility.

Today the dentifrice advertisers are falling over themselves to prove that they are truly the dentist's friends. In their advertising to the profession they go out of their way to print their formulas, to call attention to the fact that they counsel people to visit dentists frequently, and in other ways to show that, after all, were it not for them the dentists of America would be in a sorry pass indeed. A few manufacturers still feel that they can offend the dentist in one breath and palliate him in another. Happily they comprise a growing minority.

There is still a job to be done before dentifrice advertising is really clean ethically. PRINTERS' INK, however, is glad to join with the dentists in noting that the fraudulent claims are less fraudulent, the exaggerations less exaggerated and to hope that the time is not far distant when the dentifrice manufacturers will finally realize that lying advertising, no matter how large an appropriation is behind it, cannot excuse itself by the simple process of running a line, "See your dentist."

Old Plans Give New Energy

When one digs down into the fundamental reasons accountable for the success of an organization the discovery is frequently made that nothing of a surprisingly new nature was used to turn the trick. On the contrary, the repertoire is usually found to include most of the old stand-bys; the sort of merchandising plans that are so often passed by because "everybody has done that."

We were reminded of this recently when we inquired into the factors responsible for the achievement of an exceptionally favorable

sales record during the first three-quarters of this year by a prominent food manufacturer. This company has been in existence for many years. It is a consistent and a large advertiser. It has built an enviable reputation as a merchandiser.

We asked the general sales manager to what he specifically attributed the company's ability to increase sales so far this year as compared to 1929. Perhaps we ought to confess that we sat back and expected to hear a description of a novel selling plan. Anyway, this is what we heard:

"Our retail men have always found it difficult to call on the retail grocery trade on Saturday. Therefore, we decided this year to utilize Saturday as the day for our men to put on special Saturday sales in large retail stores. The salesmen go into the stores for the day to demonstrate and sell our products.

"The results from these special Saturday sales in building goodwill and increased consumption of our products has really been phenomenal. We have a number of letters on file from various retailers indicating their appreciation of this work and indicating a permanent increase in the consumption of our products through our salesmen's efforts."

Sounds terribly prosaic, doesn't it? Everything but the results. The plan has been used for many years by many companies. Yet here is a long-established organization that apparently had overlooked it, then developed it with full recognition of its antiquity and found it to be a remarkable sales producer.

It has been said, with considerable truth, that when business falters management is inclined to return to the old fundamentals. These are the old dependables of merchandising—they seldom, if ever fail, but they are too easily forgotten when business booms.

J. P. Muller & Company, New York advertising agency, has been appointed by Johnson & Johnson, New Brunswick, N. J., to direct the advertising account of their industrial division.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

40 EAST 34TH STREET

NEW YORK

FOUNDED in the belief that reputation would follow a concentration of effort in serving with extra thoroughness the individual requirements of a limited number of advertisers.

Ten busy years have justified that belief, while the gradual development of personnel is making possible a slowly increasing list of clients.

"NOT HOW MUCH, BUT HOW WELL"

Vice-President WANTED —

to take an active part in a company preparing a variety of advertising services for banks and trust companies. This company was incorporated in 1924 and has since established a national reputation among banks for quality of service.

It has done well as a one-man business; yet its development into a greater sphere of usefulness and larger profits depends upon the enlistment of additional brains, energy and capital.

I will take in a "partner" who can convince me that he has sales and executive ability as good — or better — than mine, who can work in double harness, who can stand the knocks and disappointments of business ownership as well as the successes. He may now be a banker or sales executive—or neither—and be young or middle-aged. His cash investment will be from \$6,000 to \$10,000 and his salary as Vice-President will be reasonably good but not ace high. Headquarters are within a two hour ride of New York where home rent is low and fresh air for the family abundant.

Give sufficient reasons in your letter to warrant your receiving a New York interview and address it to "V," Box 41, Printers' Ink. All information will be held strictly confidential.

P. H. Hines Heads Boston Legion Post

Major Paul H. Hines, an associate of New England Public Relations, Inc., has been elected commander of the Crosscup-Pishon Post of the American Legion, composed of Boston advertising men. William A. Davenport, Edward C. Edwards and Hal R. MacNamee were elected vice-commanders.

The following officers were also elected: Adjutant, Thomas A. Fitzgerald; finance officer, Lindley A. Bond; chaplain, Charles J. O'Brien; historian, Leonard H. Nason; athletic officer, Alexander Kennedy; child welfare officer, William J. McDonald; judge advocate, George W. Bentley, Jr.; service officer, Benjamin Pollack; sergeant-at-arms, Edward J. Rockett; radio officer, August Hirschbaum; liaison officer, William J. Longworthy; employment officer, George D. Hall; nominating committee, H. Lyman Ames, Walter S. Brown, Arthur F. O. Cederstrom, Thomas R. Covey and John U. Riley.

* * *

New Haven Club to Be Host to New England Clubs

"The Importance of Advertising in New England's Future" will be the theme of the eleventh annual convention of the New England Association of Advertising Clubs, to be held at the Hotel Taft, New Haven, Conn., October 19, 20 and 21.

The New Haven Advertising Club will be host to those attending the convention. Claude Schaffner, president of the club, has appointed the following committee chairmen: Local registration, Merrill C. Jenkins; out of town registration, Frank H. Mason; publicity, Arthur V. Geary; finance, John H. Clyne; women's reception, Mrs. Irene Miller; exhibits, John H. J. Adams, and advertising and selling, S. Pitt.

* * *

Elected by Huntington, W. Va., Club

J. L. Patterson, secretary-manager of the Business Men's Association of Huntington, W. Va., has been elected secretary-treasurer of the Huntington Advertising Club, succeeding D. Holmes Wilson, resigned.

W. F. Plowfield Heads Samas Products, Inc.

William F. Plowfield is now president of Samas Products, Inc., Philadelphia. He was president from 1919 to 1927 of the Colonial Chemical Company, Reading, Pa., manufacturer of Flyosan, which was later sold to William Peterman, Inc. During the last three years Mr. Plowfield has organized a chain of cemeteries and is president of the United Park Cemeteries, Inc., Topeka, Kans.

The advertising of Samas Products, Inc., is now being handled by the Fisher-Wilson Advertising Agency, Philadelphia and St. Louis.

Executive Wanted for Paris Office of Advertising Agency

AN American advertising Agency of international scope is looking for an executive for its Paris office. The position requires a man of tact who thoroughly understands and is in sympathy with the French character. Obviously he must speak and write French fluently; he may or may not be native born. He should have in addition a thorough knowledge of American and foreign advertising and merchandising. Essential qualifications are a record of success in French business and references of the highest type. The position is an important one. Write (in English, please) giving full details.

*"M," Box 185, care of
Printers' Ink*

The Little Schoolmaster's Classroom

THE other evening the Schoolmaster went to see a new play. It happened to be "That's Gratitude," written and staged by Frank Craven, of "The First Year" fame, who is also the star.

Notice is hereby given for any member of the Class who intends to see this fast-moving, American comedy not to miss the Prolog, one of the funniest scenes on the stage.

Anyway, your Schoolmaster, having done his full share of poorly controlled, loud laughing during the Prolog and first Act, was galvanized into edge-of-the-seat attention by an incident at the start of Act II.

The scene is in the home of Thomas Maxwell, leading industrialist of Hutchinson, Kans.

Bob Grant, theatrical producer in a small way, played by Frank Craven, has overstayed what was to have been a short but hilarious visit in the bosom of the Maxwell family.

His host is sick of having him around, and evidences his displeasure by plunging back into business affairs instead of concentrating on entertainment.

The method of turning to business was the thing that interested the Schoolmaster.

Mr. Maxwell tries to escape from the chatter of his unwelcome companion by reading with great vehemence and dexterity a whole issue of PRINTERS' INK MONTHLY, with special attention to the advertising pages.

There it was, in full view of the audience, a copy of the August issue, slightly worn from constant use.

After his first start of pleased surprise, the Schoolmaster's next thought was that a new September issue was indicated.

A quick visit to a nearby newsstand, and the Schoolmaster, somewhat stale as to procedure in such cases since his undergraduate days, sent the copy back stage with a note and a seat number.

Later he was invited back stage,

where the star thanked him—and the copy of the September issue, a few moments before a mere magazine, became an important prop in a swell play, taking the place of its worn out companion which had, according to Mr. Craven, had a hard life on the road.

The Schoolmaster had always suspected that Mr. Craven was pretty much of a genius, what with writing and starring in a succession of hits. Now that he has shown that he knows the constant, living-room companion of the biggest employer in a town is PRINTERS' INK MONTHLY, the Schoolmaster is sure of the fact.

* * *

"—and There's No Hay Fever There!" The Schoolmaster bets that those much chided victims who read that headline did so with more than meager enthusiasm. At the time when that sad affliction is at its height the Bermuda Trade Development Board in newspaper advertising offers relief where other remedies may fail.

Bermuda has many advantages that afford considerable change for the city cliff dweller. In this particular advertisement the Schoolmaster believes that they are worked in very well with the headline's assertion. Let the Class judge for itself: "No hay fever in this glorious blue-golden island world—no snakes in the gorgeous gardens—no traffic problems on the little flower-bordered winding roads where motoring and street-cars aren't allowed—no dust in the clear sea air that never blew around a factory—no heat waves inside this gleaming ocean wall. . . . No passports required!"

Each year many attempts are made to tie up with timely events but they are not always effective.

* * *

The Schoolmaster was reminded last week very forcefully of the famous statement about advertising made by the late Lord Leverhulme.

He said, it will be remembered,



Free Space in a Medium Reaching Millions - - -

Suppose you have a desirable dealer who, at certain intervals, makes mailings to his customers, i. e., letters, statements and what-not.

He will average in each envelope only a fraction of the weight allowed under a two-cent stamp.

By furnishing *him* with good blotters you help him sell *your* goods. You talk to people who trade at HIS store and not at stores stocking rival brands. This retailer may sell hundreds of items . . . or thousands, but you succeed in putting your product "down-stage front." The poor product not so aided shares none of the spotlight.

Now multiply this one dealer by all the dealers on whose floors or shelves your goods repose and you have the circulation figures of a medium of ideal circulation that is yours for the asking.

Investigate the possibilities of supplying blotters to make every retail outlet a local broadcasting station for your company. In this way, successful advertisers avoid the waste of half-empty envelopes for themselves and for their dealers as well. They get blotter circulations of five and ten million at the mere cost of paper and printing. Standard Paper Manufacturing Company, Richmond, Va.

Standard Blottings

WANTED!

Insecticide Salesmanager

•

A large manufacturer is setting up a special department to market its insecticide, which is nationally recognized as a superior product.

•

We are interested only in a man whose executive experience with household fly sprays qualifies him to plan, organize and execute a complete sales program.

•

The opportunity and remuneration are such as to be attractive to the man we want.

•

To merit a personal interview state fully in first letter details of experience, qualification, age, present salary, etc. All replies strictly confidential.

Address "T," Box 189, care of Printers' Ink.

"the best investment for surplus is to invest it on judicious advertising, wisely and carefully planned, and executed with originality and forcefulness. These same surplus profits invested wisely in advertising then become a real gilt edge security and a solid reserve of strength for the future."

The incident that served as a reminder was an even stronger endorsement of advertising as a future reserve of strength and profits. The recent reduction in the dividend of the New Haven Clock Company from \$1.50 to \$1.00, according to the *New York Telegram*, "is explained in part by the fact that the company is conserving its cash for a nation-wide advertising campaign in connection with a new electric clock. It is said that the company expects a considerable increase in sales volume through its new product which is being sold at a low price."

The Schoolmaster wondered how he would feel as a stockholder in a company that reduced its dividend in order to invest the money in an advertising campaign.

He concluded that if the management accompanied the notice of a reduction in dividend with a clear and forceful statement about future earnings that would result from advertising wisely invested on a good product, he would feel that the management of his company was doing a wise and timely thing.

* * *

The novice at direct-mail advertising usually suffers a sinking sensation around the pit of the abdomen when the first morning's returns from a mailing contain little other than replies reading: "Not interested."

A direct-mail expert, however, has just been telling the Schoolmaster that these "not interested" replies, instead of being proof positive that a mailing is destined to fall flat, usually signify just the reverse. "It has been our experience," he says, "that when the early returns from a mailing are liberally sprinkled with 'not interested' replies, the letter is going to pull satisfactorily.

"We explain it this way: If a



The makers of Cinco Cigars have used DuraSheen Porcelain Enamel Signs for over fifteen years.

TAKE the purchasing agent's word for it! When he orders DuraSheen Porcelain Enamel Signs year after year, it is only because of superior quality and value.

America's leading sign users have consistently preferred DuraSheen Signs over a long period of satisfactory usage.

The **DURA SHEEN** *and Novelty Signs*
BALTIMORE
E N A M E L
and **NOVELTY COMPANY**
Makers of "DuraSheen" Lifetime Signs

P.O. BOX E-4, BALTIMORE, MD. - 200 FIFTH AVE. N.Y.

ADVERTISING LAYOUTS

ON A FREE LANCE BASIS

A *VISUALIZATION service offering a fresh point of view to Advertising Agencies, Retail Stores and Manufacturers by former Art Director of YOUNG & RUBICAM INC., and H. K. McCANN Co.*

WILLIAM J. O'NEIL
Room 1201 • 9 East 38 Street
NEW YORK, N. Y.
Caledonia 9716

Salesman

*familiar with
research work
and its possibilities*

WE have an opening in this organization for a man capable of closing business. He must be familiar with research and have a background of agency and newspaper experience. This position will require considerable traveling, hard work and initiative. However, he will find congenial working conditions and opportunity.

Salary will be based entirely upon man's ability, as he will be paid a drawing account against commission. Write, giving full details of past experience, sales ability and any other information that will be helpful in making our selection.

Emerson B. Knight, Inc.

409 Architects and Builders Bldg.
Indianapolis, Indiana

letter is going to prove a fizzle, it will not be read at all. In other words, most of those who receive it will feel no inclination to take any action whatsoever. But if a letter contains the ingredients that go to make a successful mailing, it will induce action of some sort—even though the action consists of nothing other than those fateful words 'not interested.'

"When a prospect replies to that effect, it is safe to assume that he has read the letter. If he has read the letter, it is likewise proper to assume that others also will. The returns produced by a letter depend entirely on the number who read it from beginning to end. Therefore, the more who reply 'not interested,' the more who are going to read the letter and the greater the returns.

"It doesn't always work out that way, but it does happen in a sufficiently high percentage of cases to make it a fairly accurate rule to go by."

Mail-Order Houses Report Sales

Sears, Roebuck & Company for the four weeks to August 15, report sales of \$25,344,275, against \$27,755,757 for the corresponding period of last year, a decrease of 8.7 per cent. Up to August 15, this year, sales amounted to \$23,607,283, against \$236,471,336 for the corresponding period of last year, a decrease of 5.4 per cent.

Montgomery Ward & Company for August, this year, report sales of \$20,966,819, against \$24,955,313 for August, last year, a decrease of 15.9 per cent. Sales for the first eight months of this year amounted to \$169,820,545, against \$167,571,196 for the corresponding period of last year, an increase of 1.3 per cent.

Buys Columbus German Newspaper

The Columbus, Ohio, *Herold*, a tri-weekly German newspaper, has been purchased by George Schneider, publisher of the Cleveland *Volksblatt*. The Columbus paper will become a daily.

THE LIMIT

of expansion in my present connection has been reached. 16 years in advertising, sales, publicity and promotion. Educated American, age 39, available Oct. first. N. Y. City only. Excellent credentials. Have you a real opportunity for a creative man? Address

"U," Box 40, Printers' Ink

SOMETHING DIFFERENT!

Your letters will look better if you use our new

FOUR COLOR PROCESS

Prints the letterhead

Multigraphs the letter in two colors

Signs the letters with signature ink

ALL IN ONE OPERATION—AT A PRICE THAT
WILL BE A REVELATION TO YOU

Samples — Rates — Information
gladly submitted

WE CAN SERVICE OUT-OF-TOWN FIRMS

CIRCULAR LETTER SERVICE

243 WEST 39TH STREET

NEW YORK CITY

For Rent . . .

at an attractive price A suite of four offices suitable for a publisher's representative, advertising agency or any business desiring well arranged individual offices in mid-town section of New York.

These offices are on the 15th floor of the Cameron Building, North-east corner 34th Street and Madison Avenue, are well lighted and situated as follows:

No. 1—Madison Avenue frontage

No. 3—Madison Avenue frontage

No. 2—Madison Avenue frontage

No. 4—Facing North

*In addition the tenant will have the
use of a handsome reception room*

Price \$2,000 per annum—750 square feet—immediate possession

Other desirable offices available at attractive prices

Malcolm E. Smith, Inc., 185 Madison Ave., New York

Telephone Ashland 6360

Are You the COPY and ART CHIEF We Are Seeking?

AT present you're in a big agency—doing important and impressive work—but you want to get into a smaller organization where you have free scope to direct both copy and art.

You can write easily, clearly, convincingly—and have the work to prove it. You have a flair for the modern in layout and art—and know how to secure the right effects.

If you're the man—there's a big job open in this moderate sized 4-A Agency. The principals will consider you as a future partner in what we hope will be a lifelong association. The present job is big—and the compensation adequate.

Please write fully and in confidence. The members of our staff all know of this advertisement.

Address "Q," Box 187
Printers' Ink

\$2.50

PostPaid



**Any Name Any Title
Any Wordings**

Beautiful Desk Frame, 9½ in. long, chromium plated, with any name, title or wording desired in white letters against black background. Sent for \$2.50. This is a special offer to introduce the ADAPTO all-metal changeable sign combinations. Tell us what you want in the way of personnel, departmental or other signs, and we will quote prices. Extra letters allow making changes. Directories for Buildings, Apartment Houses, etc., built.

Branch Managers Wanted

Write for Territory
Send for YOUR Name sign Now

HERBERT & COMPANY
748-50 Book Bldg. Detroit

Type Board Makes First Selections

FOLLOWING the formation last fall of the National Board on Printing Type Faces there has been recently announced a list of faces that have been officially passed by the Board. The Board is composed of members appointed by the American Association of Advertising Agencies, American Institute of Graphic Arts, Art Directors Club of New York, Society of Typographic Arts, Chicago, and the Advertising Typographers of America.

Officially it states:

"The Board is not particularly concerned with the economic problem involved for the advertising typographers in stocking too many new types . . . as it is in considering new types which are deserving, from the standpoint of beauty and legibility, of wide use.

"Originally, the Board considered classifying types into various groups (such as: Recommended Types, Types of Limited Use, Bad Types), but this was abandoned as perhaps unfair or impractical. Only recommended types will be listed—no findings will be published as to what types are not recommended. Also types considered but not listed, may again be brought before the Board at any time.

"Thus far, most of the time at the meetings of the National Board of Printing Types has been spent in looking at and discussing existing type faces. While pri-

HARD JOB WANTED

Advertising Man—Sales Creator

knows the ins-and-outs of direct mail, mail order, general advertising. A specialist at selling to retailers, consumers. Effective copy—productive ideas. Executive ability. What manufacturer, retailer, publisher will write "come for interview?" "Q," Box 188, Printers' Ink.

TORONTO
HAMILTON
HALIFAX
MONTREAL
LONDON, Eng.

"GIBBONS KNOWS CANADA"

J. J. GIBBONS Limited
CANADIAN ADVERTISING AGENTS

WINNIPEG
REGINA
CALGARY
EDMONTON
VICTORIA
VANCOUVER

marily the Board is organized to consider new types as issued and to be issued, it was felt that a careful study of faces now available, listing those recommended by the Board, would be the best *first statement* the Board could make, providing as it would a good background for future recommendations of the Board.

"Therefore, the following list of types represent the first recommendations of the National Board on Printing Types. These types are, in the opinion of the Board, basically good in design and legibility, and may reasonably be expected to be found in the shop of the well-equipped advertising typographer."

ROUND SERIF FACES

(So-called Oldstyle faces)

Caslon Family
Bookman or Oldstyle Antique
Century Family
Garamond and Garamont
(Oldstyle and Bold)
Granjon
Lutetia
Poliphilus and Blado
Goudy
(Oldstyle and Bold)
Italian Oldstyle
Kennerley
(Oldstyle and Bold)
Cooper Family
Les Cochon
Nicholas-Cochin
(Oldstyle and Bold)
Baskerville
Forum Title
Astree
Eve
(Oldstyle and Bold)
Estienne Old Face
Cloister
(Oldstyle and Bold)
Goudy Modern and Open

FLAT SERIF FACES

(So-called Modernized Oldstyle Faces)

Bodoni
(Book, Regular, Bold and Ultra)
Scotch Roman
Bernhard
(Roman, Cursive)
Narcissus

SANS SERIF FACES

Futura
(Light, Medium and Bold)
Kabel
(Light and Bold)
Bernhard Gothic
(Light, Medium and Bold)
Regular Gothic
(Not Condensed or Expanded)

Joins Leon A. Friedman

Miss Rosiland Freedman, formerly with Small, Lowell & Seiffer, Inc., New York advertising agency, has joined the staff of Leon A. Friedman, advertising agency, also of that city.

Claude C. Hopkins

offers service to advertisers and advertising agents on a fee basis, by letter or in person—anywhere.

Advice, Pattern Ads,
Criticisms, Booklets,
New Ideas, Surveys.

Many who are puzzled find help in his vast experience. All gain new viewpoints of great value. Some get the big idea. Most clients say, "That's the best money I ever spent." Address him Fruitport, Mich.

PUBLISHERS in New York and New England

desiring experienced, well-serviced and very economical printing of their publications in a plant devoted solely to publication and book work, write

"L," Box 183, Printers' Ink

\$800 LIVE, SNAPPY
SALES PRODUCING
CARTOON CUTS for TRACING
on Mimeograph Stencils or Duplicators.
Price NEW CATALOG JUST OUT.
The greatest mass of Business
Ideas ever packed into one book.
\$4.50 GET YOUR COPY NOW—
Full tracing rights—all for \$4.50
BUSINESS ART STUDIOS
30 North Dearborn St., Chicago, Ill.

MARKETING MAN

Successful experience in analyzing markets, distribution, advertising appeals, sales trends with large organization. Trained in economics and statistics—graphs, correlation analyses. Broad experience also in preparation of advertising. Full or part time. Thirty, married. Address "N," Box 184, Printers' Ink

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

A HIGH COMMISSION WILL BE PAID to anyone directing printing to a small but modernly equipped plant. No job too large or small. Write Box 633, 219 Seventh Ave., New York.

Miehle-Hodgeman Two-Revolution Press, bed 36 x 48½, sheet 33 x 46, equipped with Dexter Cross Feeder and Motors. Cost New \$7,500.00. Now \$1,250.00. Metropolitan Branch, 104 East 25th St.

WANTED: TO BUY—SMALL MAIL-ORDER BUSINESS. Capable of being developed. Adapted to promotion from small town. Give particulars in first letter. Frank McMichael, Holcomb, N. Y.

NATIONAL PUBLICATION with 50,000 circulation, rapid growth, needs capital or will sell. Box 669, Printers' Ink.

Multigraph Wanted

Must be recent power model in first class running order; not over two years careful use. Full particulars and lowest cash price to Box 666, Printers' Ink.

Established Chicago Publishers Representative Organization desires to represent publication (or group) with income possibility of \$5,000 to \$10,000 annually. Three experienced men with proven ability to hold and increase space. Now cover Wis., Ill., Ind., Mich., Mo. Box 691, Printers' Ink, Chicago Office.

RETIRED EXECUTIVE of large company, too active physically and mentally to enjoy loafing, seeks representation for important interest in Newark, N. J. No canvassing. Box 214, South Orange, N. J.

CALIFORNIA BUSINESS NEWS

Accurate information about any industrial field; market articles; special reports; personal news. Space or time basis. Headquarters in Los Angeles with experienced representatives San Francisco and other cities, covering state. Inquiry invited from class, trade, industrial publications. Box 663, P. I.

EMPLOYMENT SERVICES

Muncy Placement Service

Specializing in Advertising Personnel

Executives, craftsmen, juniors, secretaries, clerical. All interviews by Elizabeth Muncy, for 10 years in charge of employment bureau of AAAA.

280 Madison Avenue, New York City
Caledonia 2611

● How To Better Yourself ●

Confidentially consult Walter A. Lowen, formerly with "C & H" and other 4A's. Attractive opportunities listed daily for experienced agency personnel. Register Free, 9-2 P.M. Vocational Bureau, Inc., 105 W. 40th St., N. Y. C. PENna. 5389.

HELP WANTED

ADVERTISING SALESMEN—Full or part time; original direct mail plan; repeats; big seller; big down payment with each order. Give experience. Box 685, Printers' Ink.

WANTED: YOUNG MAN FOR RESEARCH DEPARTMENT of national magazine. Experience required. Write, giving age, experience and salary expected. Box 700, Printers' Ink.

Salesmen to call upon retail drug trade. Advertising experience preferred. Positions open in cities of Chicago, Boston, Philadelphia and New York. Write fully giving references and experience. Box 692, P. I.

ART DIRECTOR or SALESMAN—To contact for rapidly growing art service. Must have connections amongst art directors and must be sure of results. We'll pay the price you're worth. Write for appointment. Box 668, Printers' Ink.

WESTERN REPRESENTATIVE

Western Representative wanted who can afford to invest his full time and energy in the development of color advertising in one of the largest general mediums in the country. A proposition is now open which should net the right kind of representative upwards of \$30,000.00 per year on a liberal commission arrangement and full protection. Replies confidential. Box 684, Printers' Ink.

COPY WRITER—Not over 35, must have had wide agency experience, sound economic background, write in choice English phraseology, have resourceful ideas and be able to quickly and fluently express them. College education essential. Salary \$100. The advertiser is a large internationally known Christian advertising organization. In reply give complete particulars including previous experience, present occupation, nationality, age, etc. Box 667, Printers' Ink.

POSITIONS WANTED

SPACE BUYER—10 YEARS OF BROAD EXPERIENCE WITH TWO LEADING CHICAGO AGENCIES QUALIFIES ME FOR POSITION OF HIGHEST RESPONSIBILITY. Can furnish best of references. Box 694, Printers' Ink, Chicago Office.

Export Campaigns Planned and Supervised; suggestions on export problems; domestic catalogs adapted to export needs. Send me descriptive matter covering your product for estimate of charges. No obligation. Fifteen years' international trade experience: Travel, merchandising, advertising, consulting. Box 680, P. I.

SALES MANAGER WHO EARNED \$9,461.94 IN A MONTH in personal selling seeks large opportunity. Would consider small salary with generous over-riding. Box 686, Printers' Ink.

ADVERTISING SALESMAN—Young, knows his book, has earned the approbation of his employers, wants position where he can pitch in to some hard selling. Box 674, Printers' Ink.

Circulation Manager—with proven record on general magazines, trade papers and metropolitan newspapers, seeks new connection. Future of more concern. Highest references. Box 673, P. I.

Art—Type—Production—6 years' experience with printer-publisher—asst. art director to New York 4A agency; at present art director of mail order house; college trained, 27, married. Box 665, P. I.

ARTIST—modern designer and illustrator, all-round man with European art training and 7 years' experience—seeks permanent connection with high-class agency or printing house. Box 696, P. I.

EXECUTIVE—Commercial thoroughness supports activities in Sales, Direct Mail, Claim Adjustments and Office Management. Money and time saver. Has built direct mail to huge total. Box 697, P. I.

NEW YORK ART DIRECTOR
Modern dynamic layouts. Thoroughly experienced in direct-mail advertising. Presently employed. Desires broader scope. Box 664, Printers' Ink.

YOUNG TYPE LAYOUT MAN
Practical printer. Experienced in 4A agencies. Good taste, accurate. Now employed. Agency or top-notch printer. Moderate salary. Box 675, Printers' Ink.

ARTIST

Experienced lettering and designing, layouts, airbrush. Seeks connection with agency or publishing house. Box 678, P. I.

TYPOGRAPHER

Eight years' experience with leading agencies and typographers. Permanent or free-lance basis. Box 676, P. I.

SALES PROMOTION, ADVERTISING
Wide experience with leading department stores and trade papers. Well versed in modern merchandising and promotion methods. Excellent writer, editor. Box 671, Printers' Ink.

WRITER (Age 28)

College trained. Eight years' Advertising-Publishing experience. Now employed. Wishes opportunity with recognized agency, progressive publisher or advertising department. Convincing portfolio. Box 698, P. I.

WRITER—young woman with attractive personality; independent thinker having food publicity, home economic, editorial experience; familiar with magazine and newspaper articles; former staff writer for prominent advertisers—seeks immediate connection having creative opportunities. Box 699, Printers' Ink.

EDITOR AND PROMOTION MAN

Former editor of national retail monthly and successful promoter of quasi-technical journal, handling editorial work and advertising promotion unaided, wants immediate opportunity as editor or promotion man. References: Former employers and manufacturers in fields served. Box 670, P. I.

SECRETARY-STENOGRAPHER—University training, eight years' experience publishing, advertising and mail order. Knowledge of production and can assist with copy. Box 690, Printers' Ink.

ARTIST—YOUNG WOMAN, TWO YEARS' DEPARTMENT STORE EXPERIENCE. Pen and ink and wash drawings seeks permanent position or free lance. Box 679, Printers' Ink.

Lithographic Salesman, 35, employed, twelve years' Display and label experience, creative, specialist on construction, with following, would like to secure state of New Jersey exclusively. Box 688, P. I.

COPY—LAYOUT—PRODUCTION

A young man, 25, who has had five years of very broad experience in the creation of advertising, desires a position with a progressive company. Box 693, P. I.

LETTERING & LAYOUT

Modern style and character. Eight years' experience. Full or part time. New York. Box 687, Printers' Ink.

Artist-Art Director—Expert layout and idea man. International experience. Seeks creative opportunities, now employed. Box 689, P. I.

ARTIST—Lettering, retouching, layouts and design. \$35 week. Box 677, P. I.

CAPABLE ASSISTANT (woman) for busy executive—adv. manager merchandising plant; small agency (New York). Knowledge make-up, layouts, buying printing, engraving; correspondent. Eager for responsibility. Box 682, Printers' Ink.

EXECUTIVE: A dependable assistant for an Executive seeking new position, due to relocation former position. Experienced in taking care of office details, checking important work, control accounts, office management, secretarial work. Reliable, of good health, would take moderate salary. references and testimonials. Box 695, P. I.

VERSATILE AND ADAPTABLE young woman, unusual experience in literary and artistic work, both editorial and secretarial, would like position with individual or firm where experience would be of value,—shorthand; proof correction; make-up; ability to write and draw. Salary adequate. Box 683, Printers' Ink.

Typographer-Superintendent—Man, 32, married. Advertising and Printing trained. Eight years proprietor. Did not go broke! Would be invaluable in executive position in Advertising Agency, Advertising Department, Printing Plant, Department Store, Publishing House. Salary moderate. Opportunity necessary. Box 681, P. I.

PRE-AGENCY EXPERIENCE

The kind you read about, sometimes preach about and rarely meet. Its possessor is human, with feeling, and writes that kind of copy. He is watching for the New York agency that wants a junior, two years out of college, three years in advertising at a moderate salary. Box 672, Printers' Ink.

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When the Going is Hardest

—Competent Agency Service Pays You Best

Present conditions require *something different* in sales and advertising procedure. In a number of cases we have been able to render material assistance to advertisers and to make 1930 exceptionally successful for them. Sitting down together, digging into the facts about your business and market—combining your years of experience in that business with our years as counsellors to businesses of many kinds—involves no obligation and may pay you exceedingly well.



Carroll Dean Murphy, Inc.

Advertising

New York

CHICAGO

Louisville

A general advertising agency in which seasoned owner-principals render a thoroughly professional service in marketing counsel and advertising.



MEN'S CLOTHING

advertisers during the
first eight months of this
year bought

**382,280
MORE**

lines of advertising in the
Chicago Tribune than in
any other Chicago news-
paper.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total Average Circulation, August, 1930:

827,357 Daily; 1,028,337 Sunday



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